

IS THIS IT

JOEY VERSOZA

Is This It draws its title from Michael Jackson's 2009 tour, *This Is It*, which was unrealized due to Jackson's sudden passing. The exhibition, like its name, explores the immense impact of simple alteration of source material. Additionally, it draws upon the veneration of cultural icons and the failings of this occurrence.

Versoza's artwork manifests as video, photography, and installation. From this array of media he creates a new body of work that functions as a single installation. Elements of the exhibition change over time due to the naturally occurring decay of their components.

The central installation, bearing the same name as the ill-fated Jackson tour, is comprised of a series of video clips appropriated from films. Versoza loops the clips and re-scores them with familiar songs that cross musical genres. The resultant collages of visual detritus unearth hidden meanings and establish new connections. They illuminate a relationship between the synthetic and the emotional — a theme echoed throughout the exhibition.

At its core *Is This It* presents popular culture as both personal and poignant.

Versoza (b.1978) is a graduate of the Art Academy of Cincinnati and has exhibited at The Contemporary Museum in Baltimore and in Cincinnati at Aisle Gallery, U-turn Art Space, Art Damage Lodge, and Publico.

Is This It is curated by Justine Ludwig and organized by the Contemporary Arts Center.

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