

## **Geoff McFetridge**

*Nature Mart*

November 17, 2023 - January 20, 2024

Opening reception: Friday November 17, 6-8pm

**COOPER COLE** is pleased to present *Nature Mart*, a solo exhibition with Geoff McFetridge. This marks the artists fourth exhibition at the gallery.

In this exhibition, McFetridge focuses on our human connection to the natural world and prompts viewers to question its role in our lives. Do we merely exploit nature for nourishment, wealth, and entertainment, or are we part of a larger, interdependent system?

Through a tantric and transitive process of mark making, these images evolve from an abstract state of the unknown, and are revealed organically during the creative process. In this body of work, McFetridge aims to explore and expand on his conceptual thought processes related to ideas of understanding and evolution. These paintings are meant to question modes of consciousness, intelligence, empathy, ethics, freedom, and responsibility, while encouraging a contemplation of our place within the natural world and the larger ecosystem.

**Geoff McFetridge** (b. 1971, Calgary, Alberta, Canada) is interested in how images exist in-between or outside of language, and in turn how this encourages more open-minded approaches to cognition. In his paintings, images become language; in the artist's words, "it should feel like something, rather than look like something." In the pictorial spaces he creates, definitions are less finite and can slip between interpretations. As indicated by their titles, many of his paintings whimsically play with the bodily experience of design, using simplified figures to both think about forms and collective experiences.

McFetridge received his BFA from the Alberta College of Art and Design and his MFA from the California Institute of the Arts. McFetridge was part of the infamous Beautiful Losers exhibition which debuted in downtown New York in 1991 and went on to tour the world. He has continued to exhibit in international galleries including Cooper Cole, Toronto; Half Gallery, New York; V1 Gallery, Copenhagen; Gallery Target, PlayMountain, Tokyo; and Heath Gallery, Los Angeles. McFetridge has also been included in museum exhibitions at the Vancouver Art Gallery, Vancouver; Contemporary Calgary, Calgary; the Santa Monica Museum of Art, Santa Monica; the Walker Art Center, Minneapolis; the Yale University Art Museum, New Haven; Museum of African American Art (MAAA), and The Geffen Contemporary at MoCA; Los Angeles. McFetridge currently lives and works in Los Angeles, California, USA.



**Geoff McFetridge**  
*Negotiating the 2 Sided Landscape, 2023*  
Acrylic on canvas  
50 x 50 in (127 x 127 cm)  
G.M0173  
Framed





**Geoff McFetridge**

*A Reasonable Disconnection With the Interconnectedness of All Things, 2023*

Acrylic on canvas

50 x 40 in (127 x 101.6 cm)

G.M0171

Framed



**Geoff McFetridge**  
*My Violent Protector, 2023*  
Acrylic on canvas  
50 x 40 in (127 x 101.6 cm)  
G.M0172  
Framed





**Geoff McFetridge**  
*Tennis, 2023*  
Acrylic on canvas  
50 x 40 in (127 x 101.6 cm)  
G.M0175  
Framed





**Geoff McFetridge**

*Learning Anti War From Herbavores but Teaching the Forest About Revenge, 2023*

Acrylic on canvas

40 x 50 in (101.6 x 127 cm)

G.M0177

Framed



**Geoff McFetridge**  
*Wearing Each others Clothes, 2023*  
Acrylic on canvas  
40 x 40 in (101.6 x 101.6 cm)  
G.M0174  
Framed





**Geoff McFetridge**  
*A Still Small Voice, 2023*  
Acrylic on canvas  
45 x 30 in (114.3 x 76.2 cm)  
G.M0178  
Framed





**Geoff McFetridge**  
*A Learner and A Teacher, 2023*  
Acrylic on canvas  
34 x 30 in (86.4 x 76.2 cm)  
G.M0179  
Framed



**Geoff McFetridge**  
*U.R. (Underwater Resistance)*, 2023  
Acrylic on canvas  
34 x 30 in (86.4 x 76.2 cm)  
G.M0180  
Framed





**Geoff McFetridge**  
*Another Head to Hang our Thoughts In, 2023*  
Acrylic on canvas  
30 x 26 in (76.2 x 66 cm)  
G.M0176  
Framed





**Geoff McFetridge**

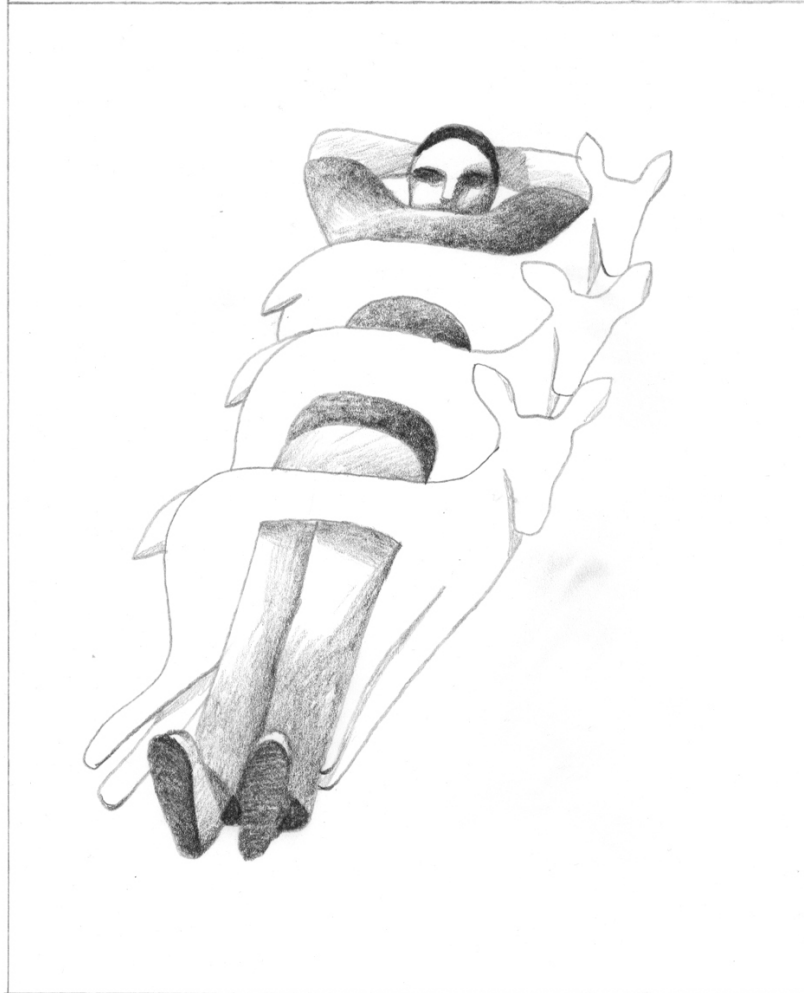
*A Kids Guide To Unlearning Shallow Ecology, 2023*

Acrylic on canvas

30 x 26 in (76.2 x 66 cm)

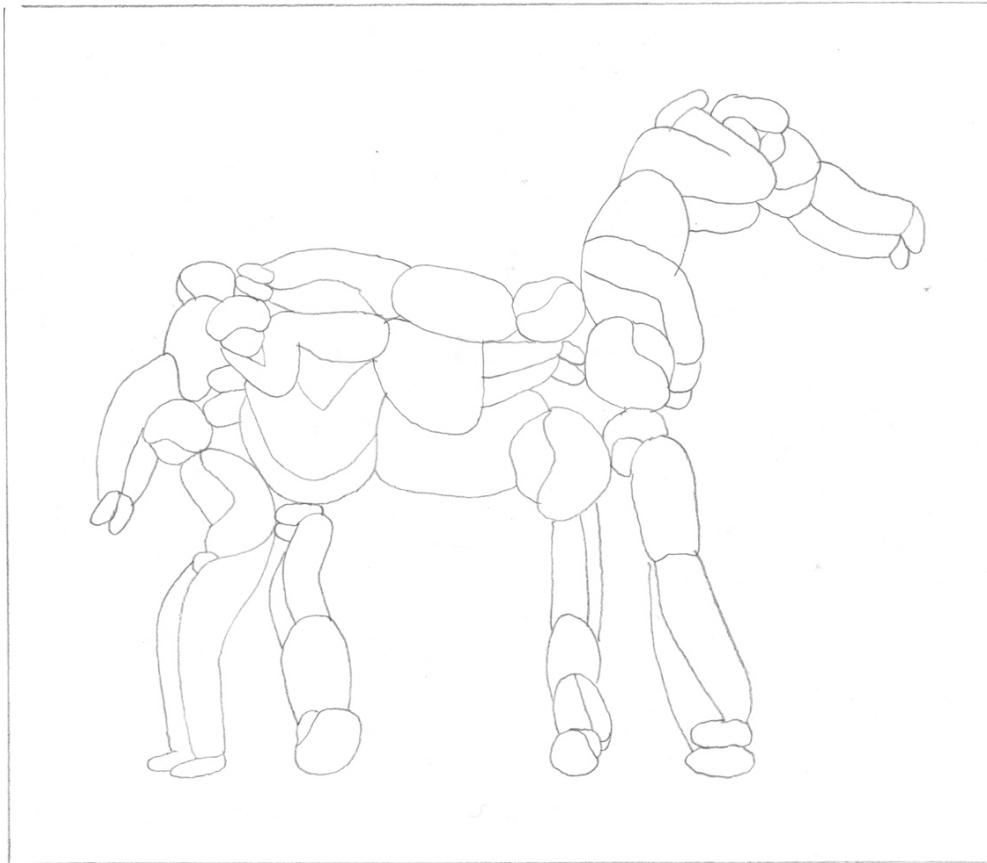
G.M0181

Framed



GM2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #1, 2023*  
Pencil on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0183  
Framed



GM 2023

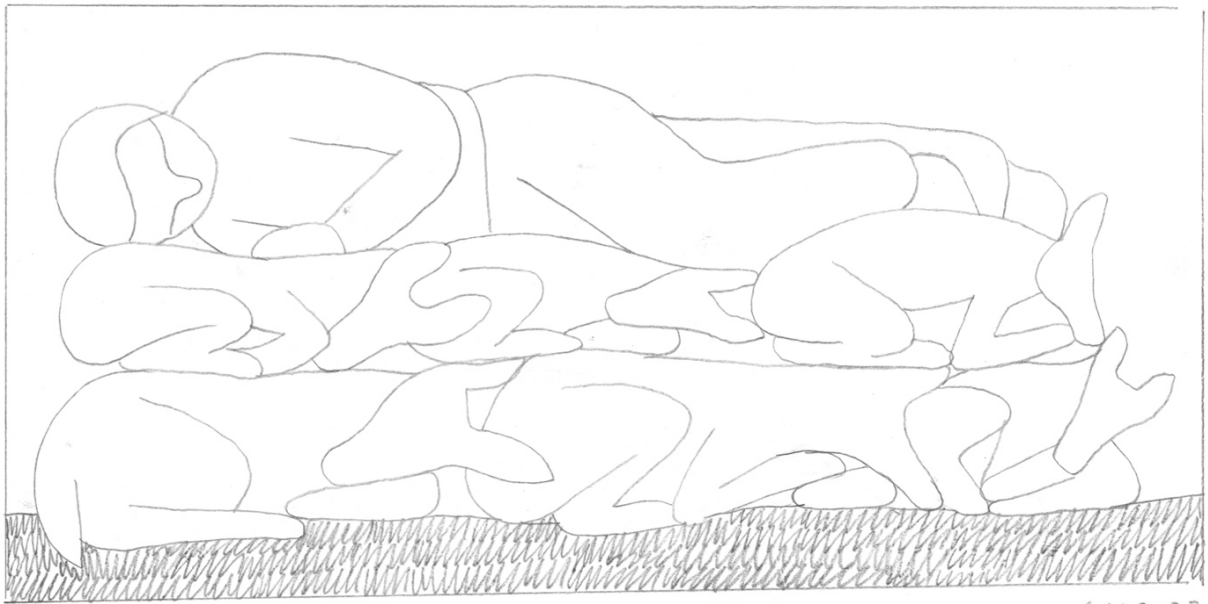
**Geoff McFetridge**  
*Untitled (Nature Mart) Study #2, 2023*  
Pencil on vellum  
10 x 12.5 in (25.4 x 31.8 cm)  
G.M0184





NATURE  
MART

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #3, 2023*  
Pencil, gouache on vellum  
10 x 12.5 in (25.4 x 31.8 cm)  
G.M0185



GM2023

**Geoff McFetridge**  
*Untitled (Nature mart) Study #4, 2023*  
Pencil on vellum  
10 x 12.5 in (25.4 x 31.8 cm)  
G.M0186



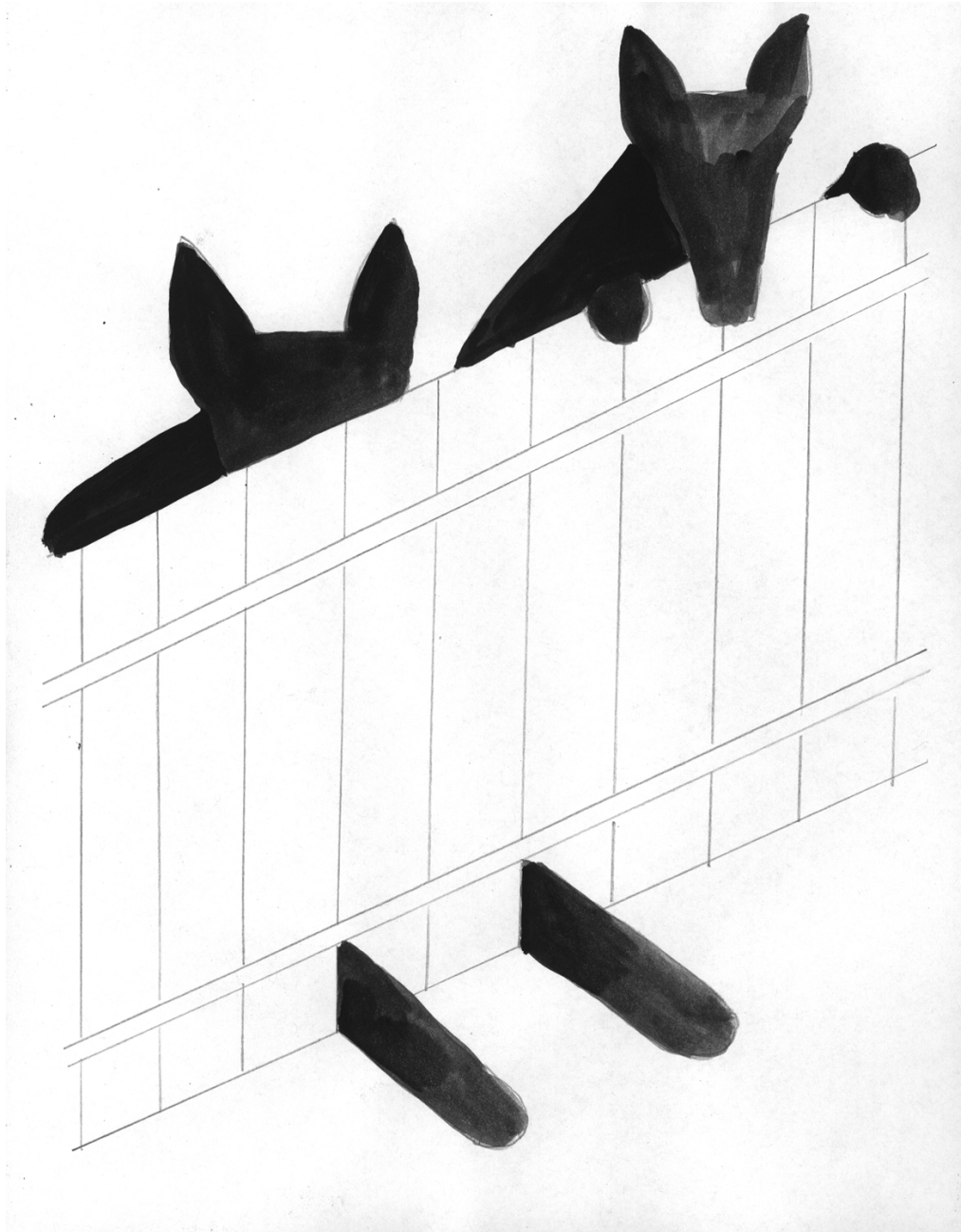
GM2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #5, 2023*  
Pencil, gouache on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0187  
Framed

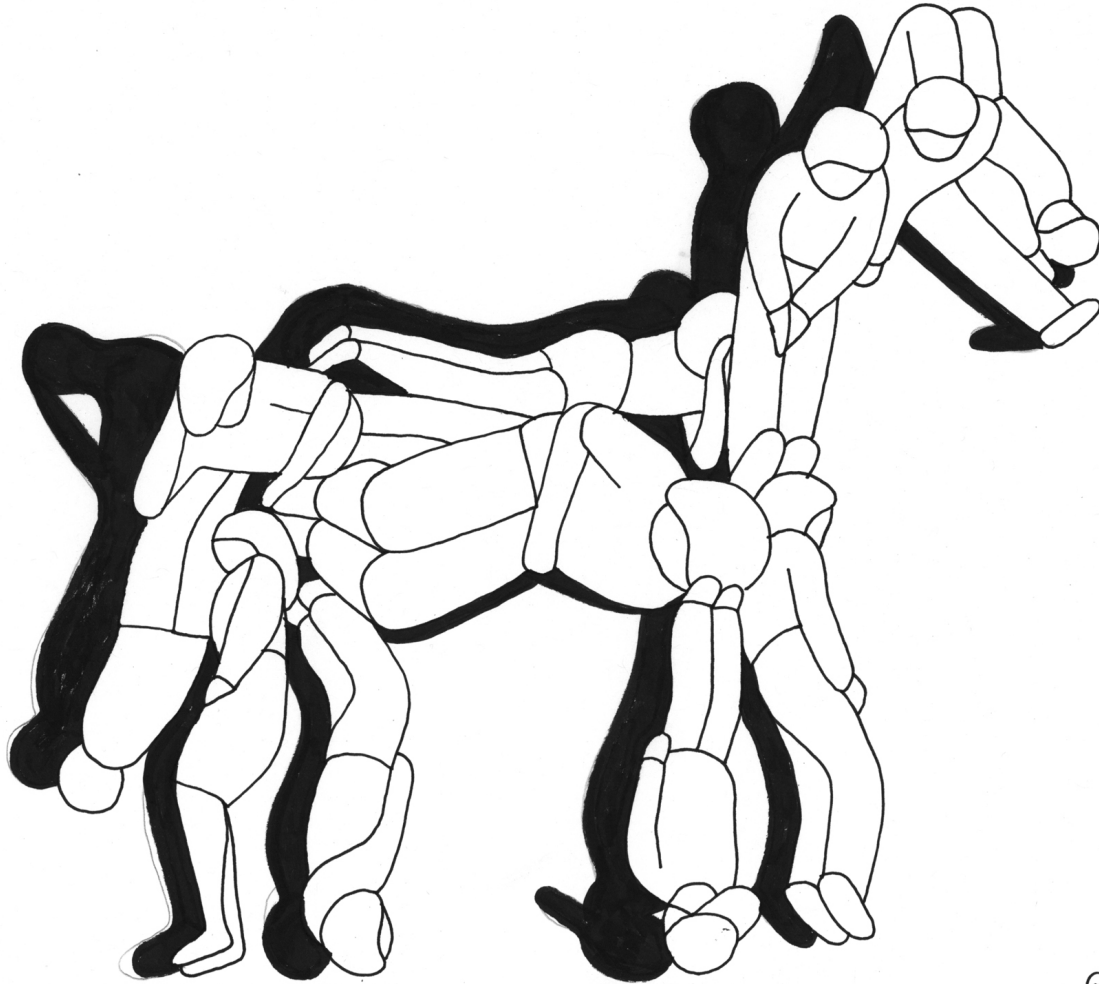


**Geoff McFetridge**  
*Untitled (Nature Mart) Study #6, 2023*  
Pencil on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0188  
Framed



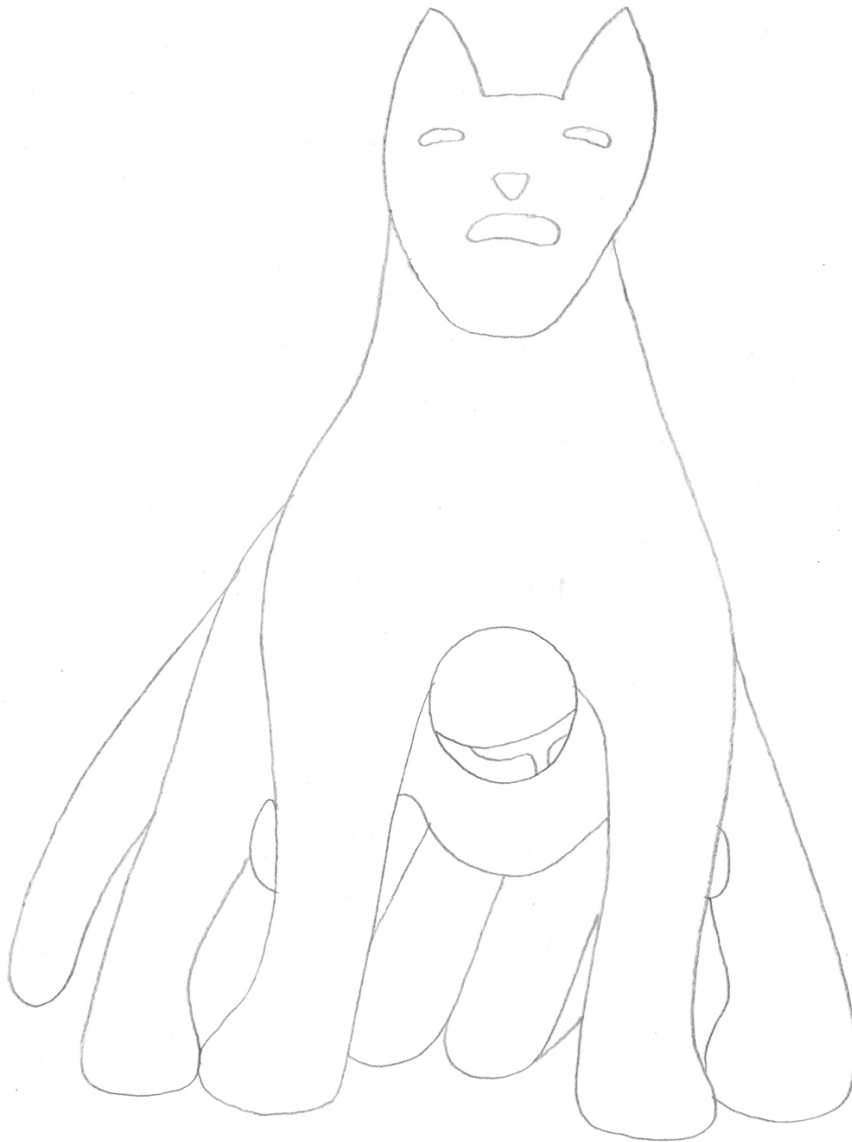


**Geoff McFetridge**  
*Untitled (Nature Mart) Study #7, 2023*  
Pencil, ink on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0189



GM 2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #8, 2023*  
Pencil, ink on bond  
8.5 x 11 in (21.6 x 27.9 cm)  
G.M0190



GM2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #9, 2023*  
Pencil on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0191  
Framed





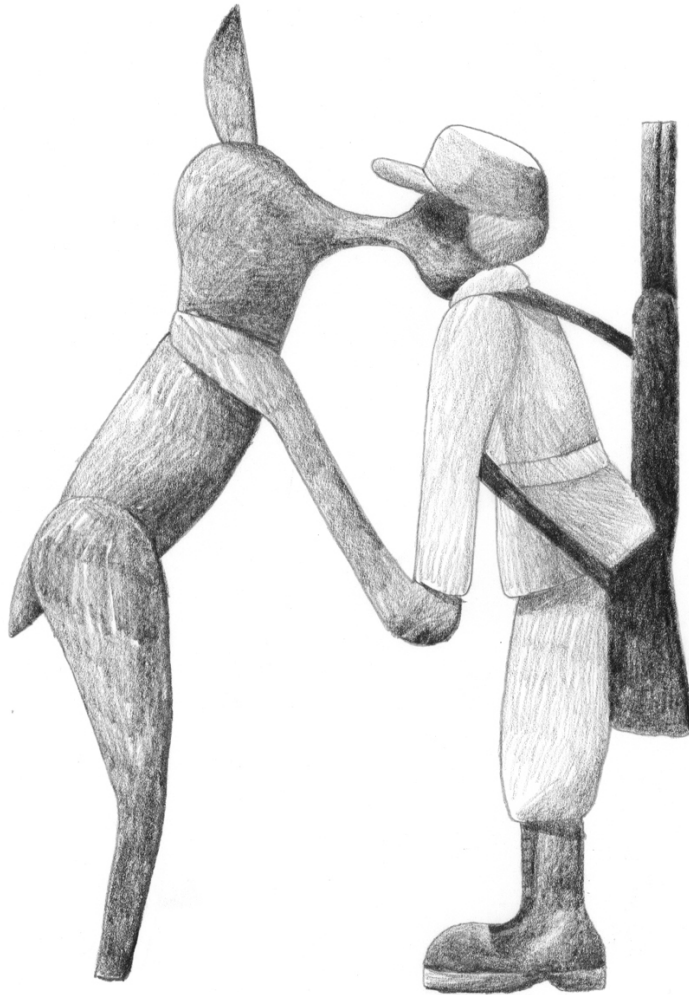
GM2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #10, 2023*  
Pencil, gouache on vellum  
10 x 12.5 in (25.4 x 31.8 cm)  
G.M0192  
Framed



GM 2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #11, 2023*  
Pencil on vellum  
10 x 12.5 in (25.4 x 31.8 cm)  
G.M0193



GM 2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #12, 2023*  
Pencil on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0194





GM2023

**Geoff McFetridge**  
*Untitled (Nature Mart) Study #13, 2023*  
Pencil, gouache, on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0195



**Geoff McFetridge**  
*Untitled (Nature Mart) Study #14, 2023*  
Pencil, gouache, on vellum  
12.5 x 10 in (31.8 x 25.4 cm)  
G.M0196  
Framed

## **Geoff McFetridge**

Born 1971, Calgary, Alberta, Canada

Lives and works in Los Angeles, California, USA

### **Education**

- 1995 MFA, California Institute of the Arts, Valencia, USA  
1993 BFA, Alberta College of Art and Design, Calgary, Canada

### **Solo and Two Person Exhibitions**

- 2023 *These Days Are Nameless (The Drive, The River, And Hills)*, Contemporary Calgary, Calgary, Canada  
*the Organic Interface*, V1 Gallery, Copenhagen, Denmark  
*Belief in Spring (Asleep Under Ice)*, Gallery Target, Tokyo, Japan  
*Return to Stoner Forest*, One Trick Pony, Los Angeles, USA
- 2022 *Double Sided Landscape*, Gallery Target, Lake Chuzenji, Nikko, Japan
- 2021 *Us as a Landscape, Recent Figures for the Film My Blue Suit*, Cooper Cole West, Toronto, Canada
- 2020 *These Days Are Nameless*, V1 Gallery, Copenhagen, Denmark
- 2019 *Geoff McFetridge*, Cooper Cole, Toronto, Canada
- 2018 *The Beringians*, Half Gallery, New York, USA  
*Coming Back is Half the Trip*, V1 Gallery, Copenhagen, Denmark
- 2017 *Test For Positive Thinking*, Rental Gallery, East Hampton, USA
- 2016 *The Quiet Of Not Listening*, V1 Gallery, Copenhagen, Denmark
- 2015 *It Looks Like It Says*, Joshua Liner Gallery, New York, USA
- 2014 *Meditallucination*, V1 Gallery, Copenhagen
- 2013 *My Head Disappears When My Hands Are Thinking*, PlayMountain (in collaboration with Heath Ceramics), Tokyo, Japan
- 2012 *Floating*, COOPER COLE, Toronto, Canada  
*The Original Awesome*, Cal Poly San Luis Obispo University Gallery, San Luis Obispo, USA  
*Around Us & Between Us*, Ivory & Black SOHO, London, UK
- 2011 *Us as a Logo*, V1 Gallery, Copenhagen, Denmark  
*My Head Disappears When My Hands Are Thinking*, Heath Gallery,



- Los Angeles, USA
- 2010 *The Westest*, Half Gallery, New York, USA
- 2008 *Bury Me In The Sand*, Mollusk, San Francisco, USA  
*In The Mind*, Seattle Art Museum Olympic Sculpture Park PACCAR Pavilion, Seattle, USA
- 2007 *Bend the Void*, MU, Eindhoven, Netherlands
- 2006 *That Line Rhymes*, New Image Art Gallery, Los Angeles, USA
- 2005 *All Smiles Have Teeth*, Kemistry Gallery, London, UK
- 2004 *The Mind Trip: There & Black & New*, Nike Spirit Room, Berlin, Germany  
*The Mind Trip: There & Black & New*, AD21, Tokyo, Japan
- 2001 *A Way of Life*, Parco Gallery X, Tokyo, Japan  
*A Way of Life 1*, George's, Los Angeles, USA  
*The Rock Machine*, Colette, Paris, France
- 2000 *The Rock Machine*, Houston Gallery, Seattle, USA  
*The Rock Machine*, George's, Los Angeles, USA
- 1999 *30 Days 30 Shows*, George's, Los Angeles, USA

### Select Group Exhibitions

- 2023 *Here: Arts & Culture Along the K*, Museum of African American Art (MAAA), Los Angeles, USA
- 2020 *Sympathetic Magic*, Blum & Poe, Los Angeles, USA
- 2016 *Juxtapoz x Superflat*, Vancouver Art Gallery, Vancouver, Canada
- 2015 *Incognito*, Santa Monica Museum Of Art, Los Angeles, USA  
*10 Year Anniversary Groop Show*, Mollusk Surf Shop, Venice, USA
- 2014 *Your Favorite Artist's Favorite Artist*, Joshua Liner Gallery, New York, USA
- 2013 *Chicken or Beef?*, curated by Jesper Elg, The Hole, New York, USA  
*Folklore*, Joshua Liner Gallery, New York, USA
- 2011 *Graphic Design: Now in Production*, Walker Art Centre, Minneapolis, USA  
*Graphic Design Worlds*, La Triennale di Milano, Milan, Italy  
*New Works*, Heavyweight Gallery, Los Angeles, USA  
*Art in the Streets*, The Geffen Contemporary at MOCCA , Los Angeles, USA  
*STATUS – Somewhere Between Position and Condition*, V1 Gallery,

- Copenhagen, Denmark
- 2010 *Summer Drawing Show*, Family Gallery, Los Angeles, USA  
*King Kong, Family Pop Up*, New York, USA  
*Wallworks*, International Print Centre, New York, USA  
*These Friends*, THIS, Los Angeles, USA  
*The Happening: Art, Film, and Music Festival*, Bondi Pavilion, Sydney, Australia  
*The Happening: Art, Film, and Music Festival*, The Brisbane Zoo, Brisbane, Australia  
*The Happening: Art, Film, and Music Festival*, The Epsy, Melbourne, Australia
- 2008 *Two Lines Align*, Red Cat Gallery in Roy and Edna Disney/CalArts Theater, Los Angeles, USA
- 2007 *California Design Biennial*, Pasadena Museum of California Art, Pasadena, USA
- 2006 *Making Do*, Yale University Art Gallery, New Haven, USA  
*1000 Things*, Mu, Eindhoven, Netherlands  
*Highmath*, V1 Gallery, Copenhagen, Denmark
- 2005 *Sea Donkeys on Airplane Wings (People That Surf That Make Stuff)*, New Image Art Gallery, Los Angeles, USA
- 2004 *Beautiful Losers: Contemporary Art & Street Culture*, curated by Christian Strike and Aaron Rose, Contemporary Art Center, Cincinnati; Yerba Buena Center for the Arts, San Francisco; Orange County Museum of Art, Newport Beach; The Moonshine Festival, The Surf Gallery, Laguna Beach; The Contemporary Art Museum, Baltimore; The University of South Florida Contemporary Art Museum, Tampa, USA; Fondazione La Triennale, Milan, Italy; Le Tri Postal, Lille, France; Muzeum Sztuki, Lodz, Poland; La Casa Encendida, Madrid, Spain; Arhus Kunstbygning, Denmark  
*The Moonshine Festival*, The Surf Gallery, Laguna Beach, USA  
*Time Is a Map of Our Failures*, Colette, Paris, France
- 2003 *National Design Triennial*, Cooper Hewitt, New York, USA  
*California Design Biennial*, Pasadena Museum of California Art, Pasadena, USA
- 2002 *Communication What*, Vasi Communication, Studio Cafumo, Venice, Italy  
*STREETWISEONE*, Apart Gallery, London, United Kingdom



- I Love to Meet You*, Palazzo Fortuny (in collaboration with Venice City Council and Studio Camuffo), Venice, Italy  
2001 *Move*, New Image Art Gallery, Los Angeles, USA  
1998 *Group Show*, George's Gallery, Los Angeles, USA

### **Art Fairs**

- 2022 Art Toronto, with Cooper Cole, Toronto, Canada  
2020 Independent Art Fair, Cooper Cole, New York, USA  
2015 Art On Paper, Joshua Liner Gallery, New York, USA  
V1 at Volta 11, Volta, Basel, Switzerland  
2014 Miami Art Project, Art Basel, Miami, USA  
2013 Miami Project Art Fair, with Joshua Liner Gallery, New York, USA

### **Public Art Projects**

- 2023 'Geoff McFetridge: Drawing a Life' film, Hot Docs, Toronto, Canada  
2022 Public Works Courtyard, Los Angeles County Department of Arts and Culture, Los Angeles, USA  
2021 Ottawa Light Rail Transit Project (Lyon Station Design), Ottawa, Canada  
2014 Nike SB West LA Courthouse Mural  
Oakley Berrics Skate Park Mural, Downtown Los Angeles, USA  
2013 Walker Art Center Fence Mural, Minneapolis, USA  
2008 Nike Vine Theater Project

### **Select Press**

- 2023 Leah Collins, "Q&A: Who is Geoff McFetridge?", CBC Arts, November 10  
Justin Lowe, "'Geoff McFetridge: Drawing a Life' Review", Hollywood Reporter, March 15  
Matthew Carey, SXSW First Look: 'Geoff McFetridge: Drawing A Life', Deadline, March 8  
Shawn Ghassemitari, "Geoff McFetridge Presents 'Return to Stoner Forest' at One Trick Pony", Hypebeast, February 18



- 2022 Sanj Patel, “Norse Projects Reunites with LA Painter Geoff McFetridge for Two-Part Capsule, Complex UK, June 28  
Tanner Bowden, “Geoff McFetridge Talks Norse Projects Collab, Style, Family & Outdoors” Field Magazine, June
- 2021 Shawn Ghassemitari, “Geoff McFetridge presents ‘Sleeping Shapes’ at Half Gallery” Hype Art, September 14  
Bronwen Cox, “Geoff McFetridge at Cooper Cole Gallery” ArtToronto.ca, July 29  
“Geoff McFetridge on how he thinks through drawing” It’s Nice That, January 22
- 2020 Deborah Dundas, “Geoff McFetridge’s painting shows how we can build a positive future together” The Toronto Star, May 29
- 2019 Kelsey Adams, “Geoff McFetridge, Cooper Cole, Toronto” Canadian Art Magazine, Fall
- 2017 Tasos and Marina, “The Deceptively Simple Work of an Artist Who Hallucinated as a Child” The Hundreds, April 8  
Tina Essmaker, “Geoff McFetridge: Artist Designer” The Great Discontent, January 24  
Joy Shan, “Art in Between” The California Sunday Magazine
- 2016 “Geoff McFetridge: The Quiet of Not Listening” Lodown Magazine, June 7  
“Cooper Hewitt Announces Winners of 2016 National Design Awards” Artforum, May 9
- 2015 Liza Corsillo, “See what LA artist Geoff McFetridge wears to the studio” GQ, September 16  
Molly Osberg, “Design Language Meets LA Noir in New Works by Geoff McFetridge” Artsy Editorial, September 10  
Ryan Steadman, “Who Won? The First Annual Art World Review of Previews” Observer, September 10  
Ryland Quillen, “Geoff McFetridge: Saturday Selects” Sight Unseen, September 20  
Joshua Liner, “2015 Fall Art Preview: The 28 New York Exhibitions Everyone Should See” Artnet News, August 28  
“Graphic designer and artist Geoff McFetridge unveils new works created from memory in NY show” It’s Nice That, August 10

## Awards

- 2023 Audience Award Documentary Feature, SXSW Film Festival
- 2019 Medal of the AIGA, The American Institute of Graphic Arts
- 2016 National Design Award, Cooper Hewitt, Smithsonian Design Museum
- 2015 Award for Graphic Design, D&AD
- 2010 Award for Magazine & News Paper Design, D&AD
- 2009 Volvo Eco Design Award, California Design Biennial
- 2008 Awards for Press Advertising and Art Direction, D&AD
- 2007 Swerve Festival Best Video Award
- 2006 Star of Design, PDC Design Award, Cooper Hewitt National Design Triennial 2005 MTV Video Awards Identity Gold Award  
Gold Cannes Cyber Lion, & Gold Cannes Lion & Adweek Best Spot of the Year  
Award for Magazine & News Paper Design, D&AD
- 2004 Awards for Animation, D&AD
- 2001 Awards for Animation, Illustration for Advertising, and Mixed Media Campaigns, D&AD  
Featured in Saatchi & Saatchi New Directors' Showcase with ESPN Winter X-Games, animated spot 'Loose Clothing', Cannes International Festival of Creativity
- 2000 Design Distinction Award, The International Design Magazine

### **Selected Lectures**

- 2018 The DO Lectures, FForest, Cardigan, Wales
- 2016 Cooper Hewitt, New York, USA  
Google SPAN, Los Angeles, USA
- 2013 Insights Design Lecture Series, Walker Art Center, Minneapolis, USA
- 2011 UCLA Design Lecture Series, Los Angeles, USA  
OFFF, Barcelona, Spain
- 2010 A+D Lecture Series, Columbia College Chicago, Chicago, USA
- 2009 The DO Lectures, FForest, Cardigan, Wales
- 2007 Chicago MCA, Chicago, USA

### **Public Collections**



Cooper Hewitt, New York

Rhode Island School of Design, Providence

San Francisco Museum of Modern Art (SFMOMA), San Francisco