Surveying twenty-five years of artistic practice, *Paul Pfeiffer: Prologue to the Story of the Birth of Freedom* celebrates Paul Pfeiffer (b. 1966, Honolulu, Hawaii; lives in New York), an innovative artist best known for his incisive video work that interrogates ideas of spectacle, belonging, and difference. Mining imagery from our media-saturated world, Pfeiffer's work—through iterative acts of cutting, splicing, masking and cloning—reveals the structures that shape collective memory and its repressed desires. Global icons such as pop stars, film actors, and athletes are often the most familiar figures in Pfeiffer's work, where their bodies are located at the intersections of veneration and objectification that undergird mass culture. In Pfeiffer's universe, the basket-ball court, the boxing ring, and the stadium—from antiquity to the present day—not only serve as platforms for grand spectacles but as sites where the body politic (of a nation, of a community, of society) is defined and contested.

This exhibition brings together era-defining photo and video works alongside his latest experiments in sculpture and installation. Modeled after a studio soundstage, the exhibition design—developed by Pfeiffer in collaboration with architecture firm Büro Koray Duman—is inspired by the artist's interest in the highly fabricated and labor intensive process of Hollywood filmmaking. Throughout his work, Pfeiffer interrogates how images might shape the spectators who consume them. In his own words: "the question always comes up: who's using who? Is the image making us, or do we make images?"

Paul Pfeiffer: Prologue to the Story of the Birth of Freedom is organized by Clara Kim, Chief Curator & Director of Curatorial Affairs, and Paula Kroll, Curatorial Assistant, The Museum of Contemporary Art, Los Angeles.

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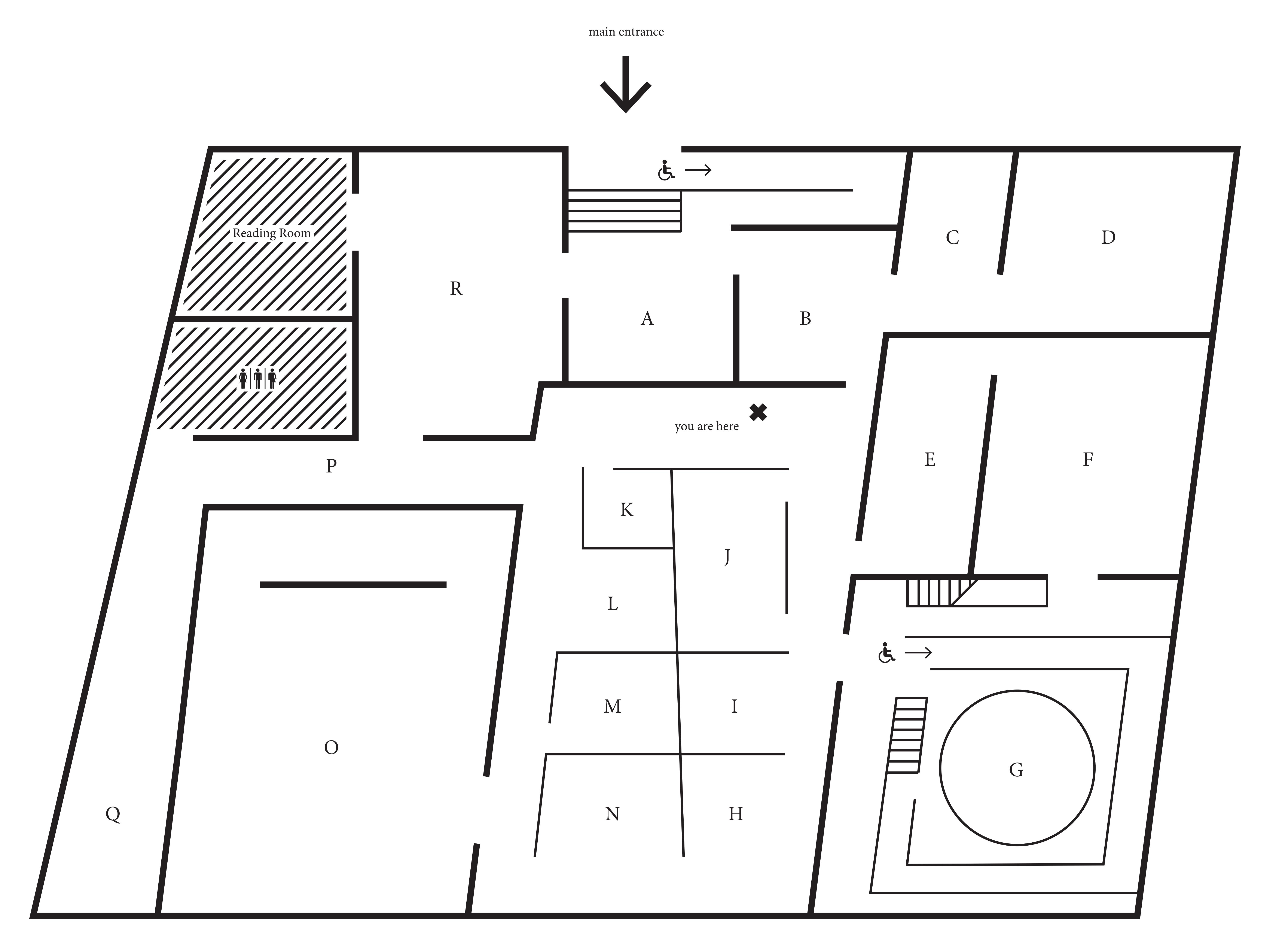
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Graphic Design: Carina Huynh

Exhibition Management: Karlyn Olvido, Brittany Legier



A	The Pure Products Go Crazy, 1998 Fragment of a Crucifixion (After Francis Bacon), 1999	J	Four Horsemen of the Apocalypse, 2000-ongoing
	John 3:16, 2000	K	Live From Neverland, 2006
B	The Long Count (I Shook Up the World), 2000 The Long Count (Rumble in the Jungle), 2001	L	Perspective Study (After Jeremy Bentham), 1998/2023
	The Long Count (Thrilla in Manila), 2001	M	Desiderata, 2004 Live Evil (Kuala Lumpur), 2003
C	Caryatid, 2003		Live Evil (Kuala Lumpul), 2005 Live Evil (Copenhagen), 2003
	Caryatid (Pacquiao), 2023		Live Evil (Bucharest), 2004
	Caryatid (Mayweather), 2023		Live Evil (Gothenburg), 2017
D	Three Figures in a Room, 2015–18	N	Morning After the Deluge, 2003
E	Sunset Flash, 2004	O	The Saints, 2007
F	Red Green Blue, 2022	P	Prologue to the Story of the Birth of Freedom, 2000
G	Empire, 2004 Vitruvian Figure, 2008	Q	Self-Portrait as a Fountain, 2000
		R	24 Landscapes, 2000/2008
Н	Incarnator, 2018–ongoing		Poltergeist (Fork), 2001
			Poltergeist (Spoon), 2001
I	Cross Hall, 2008		Race Riot, 2001