

FOR IMMEDIATE RELEASE

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MEDIA CONTACT

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GENERAL STORE: Gaylen Gerber with Heimo Zobernig

July 30 through September 18 at the General Store

824 East Locust Street, Milwaukee Wisconsin

General Store is pleased to feature the work of Gaylen Gerber with Heimo Zobernig. A closing night reception will be held on Saturday, September 18 from 6 pm to 9 pm. All are welcome to attend.

For a number of years Gaylen Gerber has been making large-scale contextual works of art that are constructed to duplicate an existing wall in an exhibition space. He then often exhibits another representation (usually another work of art) on top or on front of his work so that his work literally becomes the background against which the other art is perceived. In this case, Gerber's signature gray *Backdrop* is sized to match the south and east walls of the General Store's exhibition space. Gerber has also installed two works of art by Austrian artist Heimo Zobernig, *Untitled (shelf)* from 1991, and *Untitled (bench)* from 1999, in relation to his *Backdrop*.

Gerber is interested in the normative aspects of visual language: the way we, as a part of a shared culture, take certain forms, colors, etc. for granted as institutional or as neutral common ground. These visual norms act as grounds for all other forms of expression and we use them to register difference and create meaning. His *Backdrop* is positioned so that it will highlight these relationships by representing the often invisible normative aspects of visual language, suggested by its "neutral" gray color as well as by the casting of Zobernig's work as the figurative elements to its ground.

Zobernig's works appear to be archetypes of a shelf and a bench and are made out of a material that suggests it is a model. In this way his work references the stuff of everyday experience, and it is only when it is understood as art that it differentiates itself from the

field of everyday objects. In this way Zobernig's work also draws attention to the process of differentiation between value or meaning and the lack of it. In choosing to juxtapose his work with works by Heimo Zobernig, Gerber is establishing a reflexive exchange between the two artists' practices based on their shared interest in drawing attention to the necessity of a ground for the perception of difference.

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General Store hours are Friday, Saturday and Sunday from 12pm to 6pm. General Store also features Megan Whitmarsh, Paperrad, Dearraindrop, Milhaus, Kaboompress, Emotions, and Neapolitan Records. In addition to featuring contemporary young artists, General Store aims to deliver artist-made goods from shoes to t-shirts to comic books to drawings at affordable prices. Please call 414-265-7813 for information.

This exhibition is curated by Elysia Borowy. General Store is owned by Tyson Reeder. Digital images of Gaylen Gerber and Heimo Zobernig's work for the General Store show are available, please contact Elysia Borowy.