

Press Release

Real Fine Arts is proud to present *Knoll Sofa*, by Colby Bird. The exhibition will run from Saturday February 27 through Sunday March 28, 2010. Please join us for an opening reception on Saturday February 27th from 6-9 PM.

A Knoll sofa is placed in an otherwise empty gallery space. A readymade design object of iconic proportions, it places its bet on functionality, all the while recalling a classist symbol of upward mobility and utopian ideals. These ideas are subsumed in the guise of an idealized luxury situation, becoming a tonic for consumer fantasies which overshadow a nearly criminal impulse toward commercial gain. The run down appearance of Bird's sofa is perhaps what distinguishes it from others of a similar style. It suggests a general malaise, or negative stance, which can be seen as a protest against the above mentioned issues. Placed in a gallery, one which does not have commercially viable status, or mainstream coolness factor, the object becomes a readymade death sentence, simultaneously critiquing and engaging in its own marketability, and in this sense a radical gesture which is rendered impotent when the reality of its price tag is assessed.