*Live Out Of Your Imagination Not Your History*

2011

etched mirror on wood panel with silkscreen

30 x 30 cm  open edition, various sizes

This painting is part of LUx prêt à apporter, a series of conceptual paintings and sculptures.  Some are produced in limited editions and some in open editions.

Each LUx painting addresses seven separate concepts, or layers of meaning.  Here are four of the seven concepts, with a specific example of how each are present in the painting, Live Out Of Your Imagination Not Your History:

1.  Documentary.  Every LUx painting documents an interesting and powerful idea within our contemporary culture.

This painting is a reference to the culture of entrepreneurship, business and leadership thinking that has become so popular in the last few decades.

2.  Art Historical.  Every LUx painting references basic art historical ideas for a few reasons, one of which is educational:  for the experienced collector we think of it like the driving range at the golf course.  What seasoned collector doesn't have a few momento mori around somewhere, for example?  For the novice, these are some basic art history ideas and concepts which you will notice again and again as you learn to decipher, understand and appreciate art at more advanced levels.

This painting is about the classic struggle between history (tradition) and the new (imagination).  Much of the story of art is about going beyond the prevailing beliefs, traditions and conventions - art history - and into the new: imagination.

3.  Fashion.  We really like fashion and want it in there for the fun of it.  Usually we include fashion by taking the color palette from some of our favorite fashion designers each season and using them in LUx, which is also produced seasonally.

This painting portrays art world fashion.  Lately, mirrors and an arte povera aesthetic (raw, inexpensive wood) have been very fashionable.

4.  Manifesto.  The LUx line is based on a manifesto which you can read at length elsewhere but in essence it says that visual art could have a more powerful and important impact on the world and the individual if it were more accessible and could reach more people.  This is the opposite trajectory that the art world maps out for their most esteemed artists.  Make important work and keep selling it for higher and higher prices to a smaller and smaller audience (since fewer people can buy the work the more it costs).  We notice this is exactly opposite the way all the other major arts behave, like music, literature and film.  LUx's Manifesto asks a lot of tough questions about a number of apparent inconsistencies and offers some ideas as possible solutions.

On this painting we've indicated the manifesto by affixing a label on the back like its a mass produced brand.  It isn't technically a mass produced brand at the moment but it could be and may well be, which is the point.  Does that change how you feel about the work?  Should it?

5, 6 and 7.   The last three concepts are not explained because we think its nice when a work of art unfolds over time.  We use the hidden layers to further illustrate the difference between owning and living with a work of art, spending hours with it over the course of years or even a lifetime, compared to the experience of consuming it in a few minutes at a gallery or museum.  Owning quality conceptual art is a luxury few experience.

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