

SATURATION

May 18 - June 7, 2011

DIANA AL HADID, OLAF BREUNING, MATT CHAMBERS, BARB CHOIT, BEN DURHAM, ROE ETHRIDGE, CERITH WYN EVANS, THILO HEINZMANN, XYLOR JANE, JON KESSLER, JOSEPHINE MECKSEPER, RASHAAD NEWSOME, SARA GREENBERGER RAFFERTY, MARIAH ROBERTSON, THOMAS RUFF, DAVID BENJAMIN SHERRY, DIRK SKREBER AND KON TRUBKOVICH

Paddle8, a new destination for presenting contemporary artworks to a global audience is pleased to present “SATURATION,” the preview curated exhibition for its online platform. The monthly series of exhibitions features available artworks from a selection of premiere galleries. Opening globally on May 18th, “SATURATION”, curated by Hikari Yokoyama, examines the condition of image inundation and information overload. In this framework, “content” is neither a beginning nor an end.

One of today’s great truisms is that our world is inundated with imagery—to the point of total saturation. Indeed, technology and advertising have flooded the human eye with new forms of imagery in ways that have radically changed the way we see the world. Yet the word “saturation”—employed, for instance, when a porous object becomes so full it no longer responds to external influence—indicates not the exhaustion of possibilities for addition, so much as a call for new a set of conditions. Each artist in this exhibition confronts an urgent condition: one where the desire for visual stimulus is unquenchable, yet where the category of the new seems hopelessly irrelevant.

Responses to the experience of saturation are manifold. One sees, for instance, attempts to isolate the realm of fine art in order to look at the effect of so much looking. Roe Ethridge mixes found and created, stock, commercial and “fine art” photographs to address enduring questions of authenticity. His work, like the serial, radically without-signature style paintings of Matt Chambers, proposes a lifelong process of selection.

To generate his optically disorienting reliefs, Dirk Skreber uses a repetitive, potentially fetishistic plucking action that obscures legibility of overtly sexual imagery sourced from Manga. Meanwhile, Jon Kessler constructs circuits of surveillance cameras and television screens, duplicating the relentless, predictable input-output of celebrity news.

Artists in the contemporary era criticize visual culture while reproducing its seductive effects. Hence the works of Thomas Ruff and Xylor Jane, which approach very different mediums via —photography and painting—with modular units. Using the organizing strategy of the grid and the pixel to clarify, scramble and overwhelm their content, both artists wonder how art historical tropes and pop-culture mediation affect our plane of perception. Cerith Wyn Evans's work delves into conceptual issues around communication and phenomenology; exploring subtexts of immersive sensory experiences, which are at times harmonious or misleading.



PADDLE8'S EXHIBITION SERIES

A wide range of mediums and price points are represented in each exhibition. While Paddle8 membership is required to view prices and acquire works, viewers around the world will have the ability to view the works and learn more about each artwork through Paddle8's unique content-rich dossiers. Each piece in the exhibition is supported by a dossier that gives context to the work through extant and original content drawn from sources closest to the work including the artists themselves. For each exhibition, Paddle8 commissions a series of photographic portfolios that takes users into the artists's studio. Paddle8 has also created short films in which artists tell their own stories of the work.

"Each piece in the exhibition is complimented by a content-rich dossier, that provides collectors with insights derived from sources closest to the artworks themselves — the artists, the representing galleries, the critics, the curators. We realized that the strength of the medium of the web is to present information in diverse formats. The purpose is to feature ideas gathered from various sources within condensed pages to help people understand artworks in context." – Director and Partner, Hikari Yokoyama

SATURATION features photographic portfolios by Andreas Laszlo Konrath at the studios of artists Jon Kessler, Rashaad Newsome, Kon Trubkovich. Original short films produced by Naked Faces feature artists Dirk Skreber, Mariah Robertson, and Olaf Breuning.

On June 8, 2011, Paddle8 premieres "WIT", an exhibition curated by acclaimed writer, critic and former publishing editor, film and television producer Glenn O'Brien around the thematic of humor in art.

ABOUT PADDLE8

Paddle8 is a new destination for examining, understanding and acquiring contemporary artworks. Paddle8 brings guest-curated exhibitions of contemporary art accompanied by in-depth editorial content to a dynamic collecting community. Paddle8's member services offer collectors and galleries a global community where artworks are presented and acquired through eased transactions. For more information please visit www.paddle8.com.

TO APPLY

Paddle8 members are selected through online application or by invitation for the purpose of creating a trusted arts community.

Applications are available online at www.paddle8.com and are reviewed regularly.

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