

Benjamin Edwards

Ether Studies : New Digital Prints

June 19 - July 28, 2007

Galerie Jean-Luc & Takako Richard is pleased to present an exhibition of *Ether Studies : New Digital Prints* by Benjamin Edwards. It is the first exhibition in France of this Washington DC based artist.

Painter Benjamin Edwards has spent several years exploring what he calls "the architecture of suburbia"---the structural and design forms found in strip malls, fast-food joints, gas stations, motels and other familiar citadels of consumerism. Accompanying the architecture is what Edwards refers to as "the iconography of the roadway", those commercial signs, symbols, colors and artificial elements. In order to gather material for his work, Edwards has taken a number of cross-country automobile trips. Along the way, he took photos and kept detailed logs and diaries recording where he stopped, where he stayed, and what he bought.

In recent years his source of documentation and inspiration has opened to « found imagery » collected from media (magazines, the internet, newspapers, video games, photographs, blueprints, logos and graphics) and then manipulated using 2d and 3d graphic software. Once he makes his selections, he projects the design elements onto a computer image, incorporating as many as three hundred separate photos into a single image. All this imagery is massed into a « virtual space » with immense depth that will become a digital print or a large painting. In these new digital prints people look smart in a flat pedestrian, clean and safe world that you can find in Las Vegas, Fukuoka, Singapore or Dubai. The advertising iconography sculpts the space like holograms floating in the air. The result is a conflated composition which becomes emblematic of what he refers to the standardized yet chaotic jumble of consumer utopias of 21st-century globalization.

Benjamin Edwards (born 1970) was part of *Post Digital Painting* at the Cranbrook Art Museum in 2002, *Metascape* at The Cleveland Museum of Art, in 2003, *Surface Tension* at the Chelsea Art Museum, *The ArtReview 25* at Philips de Pury & Company East Gallery in 2005, *Public Image : Painting in the City* at Tilburg, Netherlands, *We*, solo show at Greenberg Van Doren Gallery in 2006.