

# another year in LA



April 28, 2011

Contact - David Stone

Phone – 323-223-4000

FOR IMMEDIATE RELEASE

## **“A Fallibility of Perception” - New work by Joe Amrhein**

**May 26 – July 29, 2011 - Opening Reception: Thursday, May 26, 5pm – 8pm**

This will be Joe Amrhein's second solo exhibition at Another Year In LA. In this new work Amrhein continues his use of language, text, and signage fonts. One of the key phrases and the title of the show, “A Fallibility of Perception,” is suggestive of both the possibilities and the fallibilities inherent in language, translation, understanding, and perception. One of the largest works incorporates this phrase translated into twenty-two different languages, including Hindi, Japanese, Arabic, Russian, among others. The translations, culled from many different sources—from professional translators and native speakers, to online translation services—show the range of possibility for interpretation, including sometimes poetic, or less than poetic, mis-interpretation.

"A Fallibility of Perception" also implicates the person viewing this artwork or, for that matter anything, and comprehending it through their own experience and knowledge. Their perception of it may be very different from the author's intention; neither is right or wrong but simply reveal the slippage between intention, meaning, and understanding.

Another work, “Prefix,” includes only prefixes, such as "Ultra-," "Pseudo-," and "Counter-," which evoke the control and sometimes oxymoronic results on their surrogate, transforming them into complex symmetrical compositions.

Amrhein also continues his use of appropriated texts from art criticism, composing paintings with complicated and often whimsical hyperbole, such as "Pre-postmodernist cool," "Faux naive," and "Wallow in narcissistic melancholy." As Robert Smithson wrote, "One must remember that writing on art replaces presence by absence by substituting the abstraction of language for the real thing." Here, Amrhein introduces the abstraction back into the real.

All of the type fonts, color, and scale elements in these works have been developed through Amrhein's extensive experience with sign painting. His utilization of overlapping sheets of translucent mylar amplifies the density of letters and words conveying the complexity of language.

Pacific Design Center, B267, 8687 Melrose, West Hollywood, CA 90069 323-223-4000 Tues – Fri, 12pm – 5pm [www.anotheryearinla.com](http://www.anotheryearinla.com)