



LITTLE
MORE
TUANI
TESTAGATEDARIE
ADOLESCENT
DERIVATIVE
KITSCH

JOE AMRHEIN, *Kitsch*, 2011, Enamel and gold leaf on mylar with linen tape and metal grommets, 22 x 24 inches

WHAT:

Joe Amrhein

[Another Year In LA](#)

Pacific Design Center #B267

8687 Melrose Ave., West Hollywood

Through July 29

HAIKU REVIEW: Joe Amrhein explores language both mechanically - in particular through the slippery mechanisms of translation - and socially, through the equally elusive mechanisms of argot, slang, and jargon. Amrhein employs various sign fonts in his explorations, giving his phrases added visual power but, ironically, loosening their contextual authority. By rendering enamel-painted signage on mylar panels inserted into one another - the signage making such declarations as "Ignorance is Bliss [sic]," "A Fallibility of Perception," and "The Eye of the Beholder" - Amrhein constructs various Billboards of Babel, their academic clichés and street-lingo asides jangling all the more as they blur into a rhythmic, elaborate visual cascade of slogans and double-speak. Ultimately, a kind of poetry-of-bullshit shines through, phrases and typefaces reaching painful but exhilarating crescendos as they slip onto one another.

- Peter Frank

Huffington Post review by Peter Frank, July 9, 2011