

ART 3

For immediate release:

BRETT WALLACE
IF THIS, THEN WHAT
OCTOBER 5 – NOVEMBER 6, 2016

Opening:
WEDNESDAY OCTOBER 5, 6- 9 PM



Brooklyn, NY, October, 2016 - ART 3 gallery is pleased to present a solo exhibition of BRETT WALLACE, *IF THIS, THEN WHAT*. This is the artist's first solo exhibition in New York and with the gallery. On view at ART 3 gallery, 109 Ingraham Street, Bushwick, Brooklyn, from October 5th to November 6, 2016, Wed-Sat 12-6pm Sunday 1-5pm. The opening will take place on Wednesday, October 5, 2016, 6-9pm.

If This, Then What stems from Wallace's interest in the speed and spectacle of production and distribution systems and their impact on society. ***If This, Then What*** is a conditional statement where "This" is a hypothesis and "What" is a conclusion. It's also a deductive reason that the speed of society may create even larger glitches and crashes than we see today.

Wallace's works arrive to us out of a glitch he is creating in a production process. In a series of subtly transformed shipping boxes the artist completed in 2016, he laser cuts anodyne statements onto cardboard boxes to expose errors where the ad space on the outside of the box may have been hijacked in the production process (*Culture, Hope, Get Big Fast*, etc.). From a distance, the text on the boxes looks as if it was printed on the surface, but upon closer inspection, one can peek inside an empty box through the laser cut images. Through the transformed empty shipping boxes, Wallace raises questions about the invisible labor in the extensive systems behind rapid commodification and convenience. He also explores our growing reliance on storage and information containment, physical space and identity. Through shipping the boxes via USPS to direct locations, Wallace wanted to explore the process of shipping as the boxes were transformed by the markings they collected along their journey. Wallace is an artist of intervention - putting objects into the expansive production and distribution apparatus to see what happens - much like the way technology itself intervenes into our daily lives, at times creating glitches we have to deal with.

In works such as **BS-i1-5_2015** and **BS-i1-7_2016**, Wallace references technological growth and entropy, information containment and interface design from Instagram to Pac-Man. Wallace is taking the information found in internet web pages and pushing it through a computer numerical control (CNC) machine to physically cut material from information. The machine is operated by commands in a standardized programming language encoded on a storage medium on the machine. Wallace again plays with storage and introduces the parameters where minor glitches occur.

In **BM-i1-11_2016 (2016)**, Wallace used open source code to convert a Raspberry Pi device into a video loop of assembled footage from distribution centers set to a compilation of sounds of electrical devices and beats. The video exposes the invisible processes in the apparatus we don't see as consumers and frames the Raspberry Pi device itself as a commodity. In creating the piece, Wallace overwrote the operating system of the device so that it has a glitch - it can only loop videos. The piece is "always on" in the same way the apparatus is always moving. In another video, Wallace shows us slowed down footage of a motorcycle crash overlapped with a swimmer; he raises questions about the artist's role, risk and spectacle involved in cultural production.

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Wallace embraces a broad framework of artistic production, using open source code to expansive systems and working on a laptop in an office, kitchen or studio; a device where production and distribution are intertwined. In a series of photographs (**BM-i1-1_2016 to BM-i1-5_2016, all 2016**), Wallace documents his studio during the process of building this show. One can see Wallace's production process over time documented with laptop, projectors, water bottles, storage devices, and perishable items such as a banana. Other artists have noted his behaviors in working in the studio observing that he works with an intensity that mirrors the same speed he's examining.

Wallace's interest in production and distribution processes extends beyond the technological apparatus and into cultural production. He is currently documenting conversations with other artists and art professionals in a series of interviews called *The Conversation Project*. In the project, he explores the values and trajectories of studio practices from his contemporaries.

Wallace's work both celebrates and examines the speed and after effects of production and distribution. He encourages us to think about what type of society we want to become at the pace we are moving and how our society will change with new developments in production, distribution and storage.

ABOUT THE ARTIST

Brett Wallace, American b. 1977 in Boston, Massachusetts lives and works in Brooklyn, NYC. Wallace is an interdisciplinary artist working in drawing, painting, video, photography, sound, and new technologies to examine speed, production and commodification in the digital era. He engages in strategies of research, creation, modification and intervention as part of broad framework of artistic production. Wallace participated in the 2014 Dublin Biennial (curated by Maggie McGee) and has participated in exhibitions at Wright State University (Ohio), Purdue University (Indiana), Norwalk Community College (Connecticut), the Barrett Art Center (New York), Hera Gallery (Rhode Island), Central Booking (New York), Governor's Island Art Fair (New York), Art House Productions (New Jersey), the UMass Amherst Fine Arts Center, and Smith College (Massachusetts). His work is held in the permanent collections of LinkedIn Corporation, Suffolk University School of Law, and 1 Beacon Place (Boston). Through an ongoing series of interviews, he is documenting conversations at the intersection of artistic values and cultural production with influential voices in contemporary art including Sharon Loudon, Michelle Grabner, Massimiliano Gioni, James Fuentes, and John Yau. Wallace graduated from the University of Massachusetts Amherst with a degree in painting, attended Harvard Business School to study leadership and is pursuing an MFA at Maryland Institute College of Art. Wallace's work has been shown throughout the United States and in Europe. This is his first solo exhibition in New York and with the gallery.

ART 3 gallery is a dynamic contemporary art gallery located in Bushwick's vibrant arts district. Established in February 2014 by Silas Shabelewska, formerly of Haunch of Venison (Christie's) and Helly Nahmad Gallery NY. The gallery focuses on works by emerging and mid-career artists. Please contact ART 3 for further information at info@art-3gallery.com