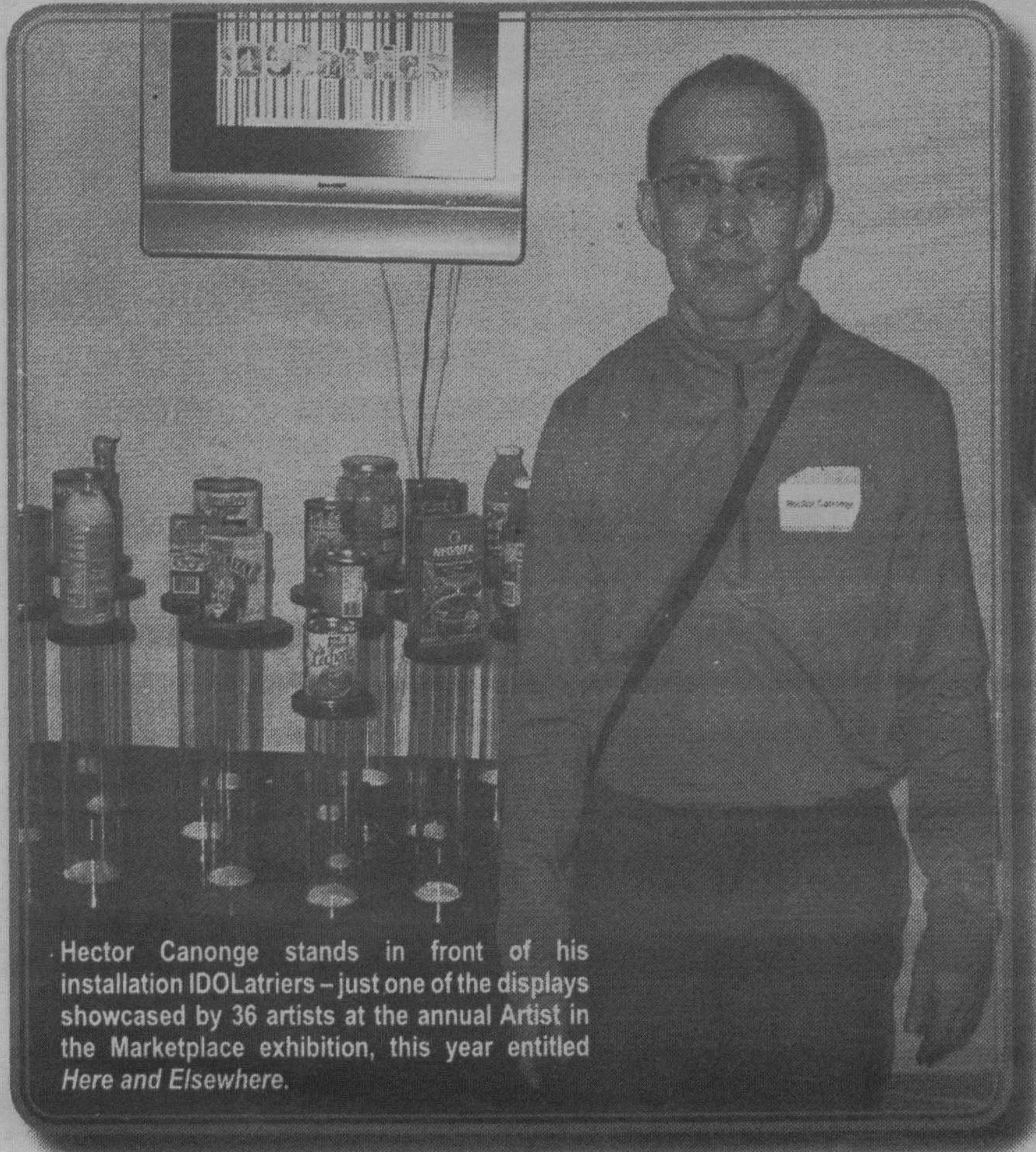


Here and Elsewhere:

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Bronx Museum of the Arts exhibit
puts spotlight on fresh artists



Hector Canonge stands in front of his installation IDOLatries – just one of the displays showcased by 36 artists at the annual Artist in the Marketplace exhibition, this year entitled *Here and Elsewhere*.



Guests at the Bronx Museum of the Arts have fun while learning at the interactive IDOLatries exhibit, one of many on display until August as part of the museum's *Here and Elsewhere* program.

BY JON MINNERS

There's a new force in art and it's being showcased in the Bronx. *Here and Elsewhere*, which opened on Sunday, April 1, at the Bronx Museum of the Arts, features a range of work by 36 artists from throughout the metropolitan area, all focusing on the fluidity of art practices in today's global life.

The exhibition anticipates new artistic directions, as it celebrates the vitality and promise of new voices.

All of the artists have participated in the most recent incarnation of Artist in the Marketplace at the Bronx Museum of the Arts, one of the most celebrated and competitive programs for emerging artists in the country.

Among their work, video predominates the exhibit, as a number of artists explore the use of Internet sources and take a bold new look at art as it pertains to our everyday lives.

Among the artists is Hector Canonge, who is very familiar with the Bronx Museum of the Arts, having had work on display in the past, while also taking time to teach classes and display work at the equally unique Bronx River Art Center.

For this special project, celebrating 27 years of Artists in the Marketplace, Canonge will present a unique interactive piece he calls IDOLatries.

"This is a second project in a series," notes the artist. "I work with new media in a way to convey various messages to the audience. I want people to discover something they did not know and reflect on it...discuss it further."

IDOLatries is an interactive new media installation that explores the representation of feminine images used on the labels of many Hispanic food products.

"For instance, you may see a beautiful Mexican woman on a can

of jalapeno peppers and this is consciously done to get a reaction from the consumer," he notes. "You may see a sexy mermaid selling tuna fish. Many of these labels carry a strong message and you do not even realize that, in some cases, they are reinforcing stereotypes. I hope people see that through this installation."

Canonge points out that the female archetypes of mother, vamp, saint, or virgin are often used to sell various products to consumers



and uses this idea to pair them with a product's corresponding barcode label and a visual cinematic narrative.

This is all decoded by the viewer's direct interaction as he or she scans the product and examines video clips from various films of what is known as the Golden Age of Mexican, Cuban and Argentine cinema.

After careful observation and evaluation, the artist decided on a handful of them to best represent the feminine archetypes explored in the installation.

In most instances, the clips have not been modified from their original format or presentation. In the same manner, most of the selections include music or songs rather than dialogue.

In total, 18 products were used with clips ranging from one minute to a minute and a half each. The installation, including the programming, took about six months to complete, but for Canonge, it was well worth it to see everyone's reactions.

"I stayed back and didn't introduce myself," he said. "I wanted to see how people would react. At first, a lot of them were afraid of the scanner, but once they start scanning the barcodes, they couldn't stop. They wanted to see the next one. They loved it."

The other artists are Bami Adedoyin, Becca Albee, Fanny Allie, Jesse Alpern, Dorthe Alstrup, Gabriela Alva Cal y Mayor, Jill Auckenthaler, Gail Biederman, Christine Catsifas, Jillian Conrad, Vince Contarino, Jon Cuyson, Caroline Falby, Tracey Goodman, Patrick Grenier, Emily Hall, Joseph Hart, Ketta Ioannidou,

Elaine Kaufmann, Jayson Keeling, Taesseong Kim, Joseph Maida, Amanda Mathis, Amanda Matles, Megan Michalak, Hiroyuki Nakamura, Alison Owen, Chihcheng Peng, David Politzer, Emily Puthoff, Jenna Ransom, Rashanna Rashied-Walker, Jason Reppert, Joseph Eli

Tekippe, and Will Walker.

A comprehensive catalog will accompany the exhibition, featuring essays by Erin Riley-Lopez, assistant curator at the Bronx Museum and the organizer of the exhibition, and Joao Ribas, a noted writer and curator based in New York.

Ribas will focus on the "centuries-old creative tensions between art and commerce, the professionalization of art in today's metastasizing art world, and the economic reality faced by artists longing to survive the inflated market now."

In conjunction with *Here and Elsewhere*, the Bronx Museum will debut *On-Site*, a media based installation involving the work of all the artists represented in the exhibition.

On-Site, supported by the Peter J. Sharp Foundation, will be located in the lobby of the Museum's new Architectonica-designed building and is a joint collaboration between the Museum's curatorial and educational departments.

An annual event, the Art in the Marketplace exhibition is part of the Museum's ongoing commitment to support emerging artists by providing unique career development opportunities.

Over the last three decades, the program has served nearly 900 participants, including many like Glenn Ligon and Polly Apfelbaum, who have gone on to establish international reputations.

Canonge hopes to achieve similar success. The BRAC animation teacher plans a third entry into the series: a counterpart installation focusing on male images in the media.

In addition, Canonge's love for the Bronx has inspired him to create a 3D architectural model celebrating the centennial of the Grand Concourse in 2009.

On a more global scale, Canonge is building an installation sculpture, similar to the wall that divides the U.S. from Mexico using new media to take a political view of immigration.

"I would like to work with the Bronx Museum of the Arts on future projects," he adds. "I've made a proposal to them, but if not, I would certainly like to continue to have my work displayed in the Bronx at the Bronx River Art Center."

Right now, his current exhibition, along with those of 35 other artists, will remain available for viewing through August 19 at the Bronx Museum of the Arts.

For more information, go to www.bronxmuseum.org.