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PRESS RELEASE

Element Art Space

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Gallery Hours:

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Mon-Sat: 11am–7pm

Sun & PH: 11am–5pm



**Triyadi Guntur Wiratmo: Emo, Ergo Sum
Friday, 16 November – Sunday, 16 December 2012**

Remodeling after the father of modern philosophy, René Descartes' statement "Cogito ergo sum" (English: "I think, therefore I am"), Triyadi Guntur Wiratmo (Indonesia, b. 1974) presents *Emo, Ergo Sum* (English: I shop, therefore I am), a fresh perspective of human characteristics in present time, disclosing the form of 'shopping' as a human nature in the contemporary society. Exhibition opens at Element Art Space on Friday, 16 November 2012, from 6.00–8.00pm with the artist present.

Humans are not just offered what they need, but what they wish as well. Hence, 'wants' actively change into 'needs,' and what was originally wishes becomes necessities. Shopping is closely tied with consumption. If shopping began with the extension of humans who want to consume something, it has progressed to actually become consuming itself. Guntur sees someone's motivation to shop no longer fulfills the basic needs that s/he needs as a human, but it is connected to something else, which is identity. With an educational background in Visual Communication Design, Guntur truly understands how to toy with these desires and purchases.

Mirroring a little to Barbara Krueger, who borrowed advertising representation in her artworks, Guntur's '*Emo, Ergo Sum*' series uses a Visual Rhetoric pattern which constructs meaning through a play on visual imagery—Abraham Lincoln, the ex-American President whose face is now on the \$5 note, is seen shopping, Vermeer's *The Lady with the Pearl Earring* is playing with Apple's iPad. Some of the visuals which he borrowed and used are Mixing & Matching, and Image Combining—integrated two different images in one unity to create a new meaning between love and hate—creating an irony.

Comprised of 12 artworks, the exhibition will be inaugurated at Affordable Art Fair's Arty-Licious Evening and continue to run in the gallery until 16 December 2012.