

JOEL HOLMBERG & JON RAFMAN

Rome Wasn't Built Because No One Had Anything Going On That Week

OUTPOST

2 June to 21 June 2012

12 noon to 6pm daily

Opening View: Friday 1 June, 6 - 9pm

Open to public - admission free

'I think we have reached a point now, my generation, where we don't even know whether we are celebrating something and saying it's great and affirming it, or if we are engaging in an ironic critique and mocking it. We've almost collapsed the two.' – Jon Rafman

Rome Wasn't Built Because No One Had Anything Going On That Week brings together for the first time the work of Jon Rafman and Joel Holmberg, two artists' practices that have been associated through occupying the same online communities. It is this disjointed form of communication that the viewer is confronted with as they first enter the gallery. Holmberg has produced what appears to be a comic, upscaled post-it note which hangs from the gallery I-beams with the message "UPS WE ARE HERE", while plastic IKEA Pluggis magazine files filled with fresh flowers sit on the gallery floor. In addition, throughout the show Holmberg has initiated a performative piece where the invigilator greets each visitor, repeating the same seemingly insincere and contrived message. On the walls Rafman presents new works from his ongoing series *New Age Demanded*. These digital prints of busts are textured with imagery taken from Holmberg's flowers and UPS packaging where sculpture, pattern and image combine.

Rafman, based in Montreal, and Holmberg, in Brooklyn, have created these works at a physical remove from the gallery, whilst in continuous communication with one another and OUTPOST. This dislocation from the gallery and one another is akin to the way each artist operates, utilising the internet and the virtual realities it presents. By exhibiting together the notion of a shared space for communication, appropriation and communal information has been translated from the virtual realm into the physical dimensions of the gallery. Through the practices and works of each artist, ideas, aesthetics and materials become blurred, where the viewer can no longer be certain of the authorship, intentionality and the sincerity of each gesture. We are thus presented with something that is more complex and uncertain, requiring the viewer to reassess their own perception of the culture we are in and how we understand the world from this specific viewpoint.

Jon Rafman (b. 1981) currently lives and works in Montreal. After gaining his BA in Philosophy and Literature from McGill University and MFA from the School of the Art Institute of Chicago he has exhibited extensively worldwide. Since the beginning of this year his work has featured in the *2012 Moscow Photo Biennale*, the *2012 Hong Kong International Art Fair* and he is currently showing *9-Eyes of Google Street View* at Angell Gallery, Toronto. Other solo exhibitions include *Brand New Paint Job Extended*, PMgalerie in collaboration with Future Gallery, Berlin (2011) and *9 Eyes of Google Street View*, Sid Lee Collective, Amsterdam (2011). Recent group exhibitions include *Point-of-Presence*, Truck Gallery, Calgary (2011), **new Jpegs**, Johan Berggren Gallery, Malmo (2011), *Man in the Dark*, The Woodmill, London (2010) and *Free*, New Museum of Contemporary Art, New York (2010).

Joel Holmberg (b. 1982) currently lives and works in Brooklyn, New York. Since graduating with a BA in Fine Art from Virginia Commonwealth University, he has exhibited across Europe and internationally. His solo exhibition *At This Writing* was simultaneously staged at PMgalerie, Berlin, and Pauline's, New York in 2011. Recent group shows include *Free*, New Museum of Contemporary Art, New York (2011), *Rhododendron*, W139, Amsterdam and Space, London (2011) and the *Bidouin Video Program* for *Art Dubai* international art fair, Dubai (2010).

For more information please contact questions@norwichoutpost.org

OUTPOST/10b Wensum Street/Norwich/NR3 1HR

Tel: +44 (0) 1603 612428

questions@norwichoutpost.org

www.norwichoutpost.org