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[PRESS RELEASE]



> **TIM LAUN**

EXHIBITION DATES: APRIL 23 – MAY 23, 2004

GALLERY HOURS: FRIDAY TO MONDAY 1 TO 7 PM

Artists often try too hard to make their work pertinent to contemporary issues, (social, political etc.) and this so often marginalizes the work, as it becomes more about its subject, ultimately having little to do with art and its potential. In view of these dangers, it's extremely refreshing when an artist has the opposite approach. In other words, the artist is so involved with an activity, interest or obsession that he or she stops thinking of it as art-when in fact all that is happening is that their life and art are coinciding, and it is perhaps here that art of the most pertinent social and political nature is often to be found.

When Tim Laun began working on his *Favre Era Shrine*, his intention was to put his imagination and expertise at the service of the Green Bay Packers, with this Hall of Fame project, first and foremost as a fan rather than as an artist. The challenge he set himself was to design a museum installation where serious Packer fans like himself could pay homage to Brett Favre and his history-making unbroken run of over 200 consecutive games over twelve seasons. Laun envisions an installation where fans, surrounded by a wall of hundreds of television screens, can re-live the broadcast of every game of the sports idol's career, in a continuous timeline at one place and time. The resulting project proposes not only a monument to an athlete turned cultural icon, but at the same time a conceptual presentation of an athlete's activity, unavoidably situating that activity in its social, cultural and even economic context. Tim Laun's patent-pending project for "an original concept for a 360 degree video retrospective" will be unveiled to the public for the first time at Parker's Box.

By absorbing the phenomenon of American involvement with team sports into his artistic practice, Tim Laun's work explores the socio-cultural inner workings of this relationship. In his previous solo show at Parker's Box, for example, his split screen video *Green Bay/Tampa Bay*, investigated how the contents of our world are marketed in order to be served back to us for renewed consumption. In this case, the glamorous world *as seen on TV*, and the reality of the football fan's experience standing watching a two hour game on a freezing afternoon in deepest America.

In a similar way in the current exhibition, Laun's piece *The Champions* presents monochromatic portraits of football players from two championship teams (the 1966 and 1996 Super Bowl champion Packers) facing off from opposite sides of the gallery. In this pairing of 44 portraits, Laun has discovered an awkward tension between the teams, in a kind of impossible rematch; as well as addressing larger issues, such as the way the teams we follow are packaged for consumption, and the social barometer they become.

Tim Laun has previously exhibited at LOOP, Barcelona, Hunter College Times Square Gallery and Galerie Michel Rein, Paris. His work has been shown regularly at Parker's Box where it was featured in the inaugural exhibition (2000) as well as a previous solo exhibition (2002). Tim Laun lives and works in Williamsburg, Brooklyn.