



For immediate release

Barminski

Moon Lands On Man

28 July - 17 September, 2023

Opening Reception: Thursday, 27 July 2023, 5 - 8 pm (Artist will be present)



Courtesy of the artist and JPS Gallery.

JPS Gallery Hong Kong proudly presents *Moon Lands On Man*, our first show in celebration of the gallery's 10th anniversary. The show will kick off with a fully immersive large-scale cardboard installation straight out of every child's fantasy, but hidden within this fantastical dreamland is an unseen world riddled with moon landing conspiracy theories.

Whether the Apollo 11 mission was an elaborate hoax has been a long-standing debate, with many conspiracy theorists claiming that the U.S. government faked the moon landing for different motives. Although the arguments presented by the conspiracy theorists have been discredited and debunked by scientific facts, many people continue to believe that the moon landing was faked. For this exhibition, *Moon Lands On Man*, American artist Barminski will put a humorous and pessimistic twist on this highly controversial and polarising topic.



Renowned for his cardboard sculpture artworks, Barminski participated in Banksy's dystopian theme park *Dismaland* in 2015 and *Museum Belowground* curated by JPS Gallery in 2021. He proudly expressed that he creates these works because they are fun and interesting, all whilst allowing visitors the opportunity to interact with artworks in a way that is different from the traditional gallery experience. As a talented multidisciplinary artist living in the era of Artificial Intelligence (AI), he used ChatGPT to write an artist statement about this show. In addition, his diverse skill set led him to create a different unique visual and auditory experience for each of the three areas in the exhibition space.

In contradiction to the overarching theme of *Moon Lands On Man*, visitors will first step into a colourful toy store filled with a series of cardboard sculptures created by the artist. The toy store is a place of escape from reality so they can fully immerse themselves in a world of blissful childhood memories. One cannot help but smile when they notice the artist's elaborate production as he also handcrafted a large number of playful props—ranging from burning cigarettes and a bag of potato chips to a nostalgic payphone and a life-size astronaut.

Passing through the staff corridor, he will lead the visitors into the restricted area in the Department of Defence, the mysterious military facility known as "Area 51". In this highly classified control room, the entire installation replicates the exact control room of Apollo 11, with screens playing footage of the moon landing. Also displayed throughout the room are original paintings by the artist featuring recognisable faces, such as the former president of the United States, John F Kennedy and American astronaut Neil Armstrong. Inside the room is a studio door with an "On Air" sign mounted above, where the startling "truth" awaits them. Walking into the film set where the first moon landing was staged and filmed, they are forced to reckon with the idea that what they have always believed to be "true" was all a show in this political gambit. Does it mean that anything proved to be "true" must be "real" in today's world?

Barminski described his cardboard artworks as simultaneously real and fake as it depends on the viewer's expectation. If they expect it to be a real Star Wars toy, then it's fake. If they expect it to be a piece of art, then it's real. A toy utopia lives within everyone's heart, but societal issues that warrant their attention and insight continue to exist, so Barminski's dark yet humorous take on these topics encourages everyone to discover the truth behind authenticity and falsehood.

About Barminski

Barminski is an extraordinarily prolific and influential multimedia artist working across painting, interactive media and graphic design. He is most known for his paper sculptures of everyday objects, recreating mundane objects such as shoes, spray cans and furniture in three-dimensional drawing-like sculptures.



His most recognisable work is *Security Theatre*, the life-size interactive paper sculpture served as the entrance to Banksy's apocalyptic dystopian theme park, *Dismaland* in 2015. The artist's paintings explore issues of consumerism and advertising, shedding critical light on the modern consumer culture and the impact of mass media on one's life. His mechanically animated two-mouth image of a happy consumer became part of the Hollywood skyline in 1998 for two years as a feature in the Absolut Vodka billboard series. The neon billboard was Barminski's manifestation of the absurdity of the modern mentality of "I buy, therefore I am". Barminski's work can be found at the groundbreaking street art exhibition space *BEYOND THE STREETS* in Los Angeles and New York.

Born in Chicago, Illinois, Barminski attended The University of Texas at Austin, where he was a frequent contributor of satirical cartoons to the student newspaper. Barminski has worked with other cultural outlets, most notably as the director of Baz Luhrmann's award-winning music video, *Everybody's Free (To Wear Sunscreen)* in 1999. The video's success then led him to work with various artists, including Gnarlz Barkley, Kid Cudi and Death Cab for Cutie. Besides the arts, Barminski is also a lecturer in the Department of Film and Television at the University of California, Los Angeles (UCLA), focusing on the research in digital projection mapping. The artist currently lives and works in Los Angeles, California.

About JPS Gallery

Established in Hong Kong in 2014 and later in Tokyo, Paris and Barcelona, JPS Gallery is an independent contemporary art gallery presenting works of emerging and established artists from around the world.

The gallery is founded with a passionate spirit that dedicates to the new digital age and the exploration of the world of fine art and pop culture. We aim to create an innovative environment for a new generation of artists and collectors, fostering a creative space for all. We focus on fun and playful works of the era that spans across different mediums and disciplines, showcasing a discerning selection of works that embody the aesthetics of today.

We are committed to supporting the culture and art scene in Asia and Europe, creating a vibrant local art community. The gallery regularly presents works of emerging artists in our gallery spaces as well as international art fairs, giving them a platform to gain global exposure, supporting young artists to launch their careers. JPS Gallery has also been an active contributor to society and the local art scene by sponsoring various charity events and auctions.

Location

Shops 218-219, 2/F, LANDMARK ATRIUM, 15 Queen's Road Central, Central, Hong Kong.



Media Enquiry

For media enquires and press preview, please contact

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即時發佈

Barminski

「Moon Lands On Man」

2023年7月28日 – 9月17日

開幕酒會：2023年7月27日（星期四），下午5時至8時（藝術家將會出席開幕酒會）



圖片由藝術家和 JPS 畫廊提供。

香港JPS畫廊隆重呈獻開業10週年的首部曲「Moon Lands On Man」。展覽以沉浸式的紙板玩具店揭開序幕，眼前看似充滿童真的夢幻國度，背後卻隱藏着諷刺登月計劃的陰謀論。糖衣裏住的是讓人看不見的現實世界。

美國的登月計劃一直被人爭議為騙局，陰謀論者宣稱美國政府為了不同的動機而偽造人類登陸月球。雖然陰謀論支持者的各種質疑都已經被科學理論所解釋及推翻，但是普遍的人們都認為美國登陸月球是假的。是次展覽「Moon Lands On Man」，美國藝術家 Barminski 便以黑色幽默的手法呈現這個至今仍極具爭議的話題。



Barminski 以紙板雕塑藝術而聞名，曾參與藝術家班克斯（Banksy）在2015年策劃的反烏托邦主題公園迪士馬樂園（Dismaland）和 2021 年由 JPS 畫廊策展的「地下博物館」。他毫不掩飾地表明其創作目的就是要有趣好玩，着重於與藝術品互動的反傳統體驗藝術方式。他擅於利用多種媒體進行創作，為了融入人工智能（AI）盛行的世代，是次展覽他便運用 ChatGPT 來撰寫展覽自述，更在三個空間使用不同的音效，讓人投入視覺和聽覺的極致氛圍。

透過「Moon Lands On Man」，觀眾首先進入與主題有極大反差的童真玩具店，玩具店裡放滿一系列由藝術家親自製作的紙板雕塑，店內的裝置讓人逃離現實，沉浸在回憶中的兒時樂天世界。除了各式各樣的玩具雕塑，藝術家更製作了大量充滿玩味的道具，例如正在燃點着的香煙和懷舊公共投幣電話亭等。細如一塊薯片，大至1比1的太空人，都是藝術家的精心製作，看著看著不禁使人會心微笑。穿過職員專用通道，他更帶領觀眾走入國防部的禁區，仿如置身「51區」的神秘領域，在這個高度機密的控制室，整個裝置以阿波羅11號的控制室為場景寫照，控制室內的顯示屏不斷播放着登月片段，在不同角落掛着藝術家繪畫的原畫，各個似層相識的面孔如前美國總統甘乃迪和太空人岩士唐等都盡在其中。推開控制室內一道寫着正在拍攝的大門，更隱藏著令人震驚的「真相」，登陸月球的拍攝場地就在眼前，我們一直信以為真的「事實」，卻只是政治籌碼的一齣戲。讓人質疑在現今世代，原來經過「証實」的也未必是「事實」真相。

Barminski 形容展覽中的紙板藝術品，它們既真實又虛假，這實際上取決於你的期望是什麼。如果你認為自己拿著的是真正的星球大戰玩具，那麼它就是假的。但如果你認為它是一件藝術品，那麼它就是真的。每個人心中都有一個玩具樂園般的烏托邦，但社會上的各種議題仍然值得我們去關注和洞悉真相。Barminski 便以黑色幽默的手法讓人思考真實和虛假背後所蘊藏的真相。

關於 Barminski

Barminski 是一位多元化及富有影響力的藝術家，擅於利用多種媒體如繪畫、互動媒體和平面設計進行創作。他創作的紙板雕塑令他聲名大噪，將日常生活的物件如各式各樣的鞋子、塗鴉噴罐和家具等，以立體繪畫的方式製成雕塑，把平凡的物件重新塑造出來。

他最知名的作品是仿照實物比例的互動紙板雕塑《安全劇院》（Security Theater），裝置設置在班克斯（Banksy）於2015年策劃的反烏托邦主題公園迪士馬樂園（Dismaland）的入口。他的創作主要探討消費主義與廣告宣傳，評論大眾傳媒對個人生活的影響，為現代消費文化和社會發展提供重要啟示。於1998年，Barminski 以機械動畫製作了一個雙嘴快樂消費者的作品，成為 Absolut Vodka 的其中一個廣告，該廣告牌更放置在荷里活的日落大道長達兩年



多。這個廣告牌所表達的是他對現代「我買，故我在」的荒謬思想。Barminski 的作品亦曾在洛杉磯和紐約的街頭藝術展覽空間《BEYOND THE STREETS》中展出。

Barminski 出生於伊利諾伊州的芝加哥，曾就讀德州大學的奧斯汀分校。在學生時期，他是學生報紙的常駐作者，經常繪畫諷刺漫畫。Barminski 也曾與多個文化機構合作，最具代表性是其在1999年執導巴茲·雷曼 (Baz Luhrmann) 參與演出的音樂錄影帶「Everybody's Free (To Wear Sunscreen)」製作並獲獎。音樂錄像帶的殊榮驅使他與更多藝術家合作，當中包括奈爾斯·巴克利 (Gnarls Barkley)，基德·酷迪 (Kid Cudi) 和俏妞的死亡計程車 (Death Cab for Cutie) 等。除了藝術工作外，Barminski 還是加州大學洛杉磯分校的電影及電視系講師，專門研究數碼光雕投影。藝術家現於加利福尼亞州的洛杉磯生活和工作。

關於JPS畫廊

JPS畫廊始創於2014年，先後在香港、東京、巴黎和巴塞隆拿成立畫廊空間。是一所主打當代藝術的畫廊，代理來自世界各地的新晉及知名藝術家。

畫廊旗下的藝術家大玩流行文化，從現代生活文化符號取材，以不同媒介創作出獨特的當代藝術品，趣緻玩味，呈現當代美學。本畫廊不但為新一代藝術家提供自由的創作空間，亦為收藏家提供別樹一幟的藝術品，更為香港藝術品市場帶來緊貼時代潮流的作品。

我們矢志於推動亞洲和歐洲的文化與藝術發展，為本地建立充滿活力的藝術社區。我們會定期為藝術家於JPS的畫廊空間設置展覽，亦會安排他們的作品於國際藝術博覽會展出，讓新晉藝術家得以於國際舞台嶄露頭角，同時維持知名藝術家在全球藝術市場的熱度。除了貢獻本地藝術界，畫廊亦熱心公益，積極參與和贊助各項慈善和義賣活動以回饋社會。

地點

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