

For immediate release

**Luca Bjørnsten**

**SWAB Barcelona Art Fair | Supermarket** スーパーマーケット

5 - 8 October 2023



*Cleaners*, 2023, oil on canvas, 110 by 140 cm.  
Courtesy of the artist and JPS Gallery.

Born and raised in Copenhagen, Denmark, artist Luca Bjørnsten represented by JPS Gallery aims to reflect how we currently live in a consumer society where everything feels product-oriented. Supermarket retail culture has set a global standard, so Luca will transform the space into a Japanese supermarket with shelves seemingly filled with everyday goods to be revealed as the artist's original paintings upon closer inspection. Encouraging viewers to interact with the works in a way that best replicates consumer's everyday shopping experience, Luca's paintings will be exhibited on booth walls specially painted in his distinct painting technique, as well as a commodity display shelf located at the booth's centre. This immersive experience not only explores



consumerism from Luca's perspective but also redefines how viewers interact with art in today's society.

Luca's creative approach involves recreating the visuals of our inner idealised conceptions of the modern landscape with vibrant colour in hopes of arousing viewers' contemplation on consumer society's influence and unseen beauty. His exploration of the consumer culture with seemingly ordinary experiences sheds light upon aspects of everyday consumerism that are often overlooked, such as the nostalgia and memories associated with it. Through his implicitly ironic landscape paintings, Luca challenges the perception that supermarkets are merely functional and lacking aesthetic beauty, provoking reflection on the essence of consumerism by disrupting its negative assumptions.

### **About Luca Bjørnsten**

Luca Bjørnsten's work is a documentation of our modern landscape. Not necessarily images of the landscapes out there, but visuals of our inner idealised conceptions of the landscape – in a time where progress has made the earth unrecognisable and where all visual expositions have been commodified; turned into components to use in the visual identity of a brand. Bjørnsten's works can be described as a playful combination of ironic cartoonish scenes, the power of consumer society and landscape painting.

Bjørnsten holds a fine arts degree from Gerrit Rietveld Academie, The Netherlands. He has held solo exhibitions and group shows around the world. The artist lives and works in Copenhagen.

### **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**

Booth 43, SWAB Barcelona Art Fair, Pabellón Textil. Firo De Barcelona, Avinguda Rius I Taulets, 10, 08004 Barcelona

### **Media Enquiry**

For media enquires and press preview, please contact  
Angela Tam | [angela@jpsgallery.com](mailto:angela@jpsgallery.com)

### **Social Media Hashtags**

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