

For immediate release

Luca Bjørnsten

SUPERMARCHÉ

4 January - 3 February, 2024

Opening Reception: Thursday, 4 January 2024, 6 - 9 pm



Milky & Juicy Drinks, 2023, oil on canvas, 110 by 140 cm.
Courtesy of the artist and JPS Gallery.

Grab a basket and start your holiday shopping at JPS Gallery Paris!

We are thrilled to announce that Denmark artist Luca Bjørnsten will be bringing his iconic *SUPERMARCHÉ* installation to our Paris space with an addition of newly created artworks. Bjørnsten first debuted his スーパーマーケット *Supermarket* installation at SWAB Barcelona Art Fair 2023, where he created a stunningly realistic Japanese supermarket filled with everyday



products like milk cartons, cereal boxes, and cleaning supplies, only to be revealed as the artist's original artworks upon closer inspection.

By stripping away the mundane function of these products, Bjørnsten's mesmerising installation transforms an everyday errand into an artistic escapade. The presented works will feature his unique style of thick and heavily textured paintings in vibrant pastel colours arranged in daring, uninterrupted sections that embody the principles of globalisation and consumerism. Despite the bright colours and intricate details, the artwork's impactful underlying themes create a sense of contradiction that makes his work ever so daringly captivating, whilst the unsettling quality of his seemingly cheerful universe feels as fragile as our self-satisfied and pleasure-seeking indifference.

Bjørnsten's intricate and thought-provoking creations serve as a catalyst for challenging our preconceived notions of supermarkets. Rather than being mere functional spaces devoid of any aesthetic value, these artworks force us to confront the essence of consumerism in a manner that disrupts its commonly held negative assumptions. The *SUPERMARCHÉ* installation encourages us to reconsider supermarkets' role in contemporary society and the boundless possibilities art can offer.

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

12 rue Notre-Dame de Nazareth, 75003 Paris

Media Enquiry

For media enquires and press preview, please contact

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