

**TREVOR REESE**

**ORANGE**

**SWAN COACH HOUSE GALLERY**

THE NEW YORK PUBLIC LIBRARY

ORANGE







It exists in your head; a little like sound.





*Prose poem*



*Furniture installation*

## ORANGE

A Solo Exhibition by Trevor Reese

Curated by K. Tauches

AUGUST 15 – SEPTEMBER 19, 2019

OPENING RECEPTION: Thursday, August 15, 6-9pm

Artist Trevor Reese transformed the gallery with a wild installation as he struggled with how contemporary culture commodifies objects, images. . .and also human beings.

Searching for meaning in a world oversaturated by easily available, and not altogether reliable data, the artist went about emulating various modes of art & design to make an exhibition, while also subverting them.\*

At the entry, he creates a highly compromised fine art photography exhibition, presenting unvetted artworks created by his friends. He additionally subjugated the art system by wrapping the traditional Palladian gallery architecture in plastic. Ridiculously forcing viewers pull open a plastic window through which to view the art.

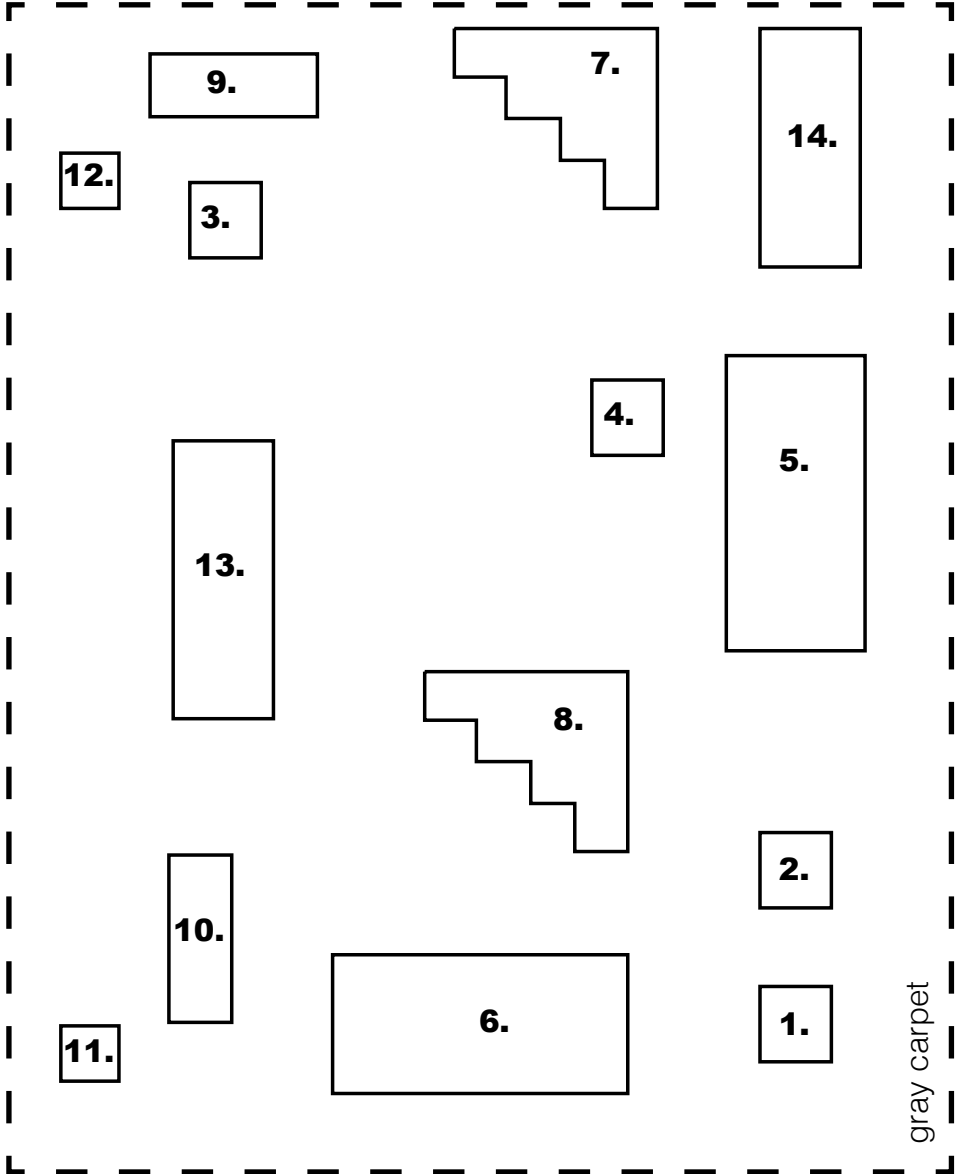
In the back gallery, where the walls were also wrapped in plastic, the scene shifts to a strange commercial storage facility. Inspired by the Swedish billionaire business magnate known for founding IKEA, Reese creates a clever and convoluted modular system of furniture. He produced two of every style and designed a complex pricing structure that changed by the week (see details on pages 8, 10, & 11). Additionally he bought a list of symbolic objects online and placed upon the installation of furniture (see list on page 12).

The exhibition is accompanied by a prose poem, a loosely associated grouping of phrases, some lifted from other sources, some composed by the artist. In lieu of typical exhibition “guiding texts,” this poem provided bits of fragmented clues--serious, humorous and empathetic--that revealed the information feeding the artist.

\*This included a playfully elusive relationship with the editing gaze of curator and gallery staff.

[ example of gallery packet design ]

# diagram







.com

lati

edri

DSM VTR

# pricing / week 3

**1. small bookcase**

Oriented Strand Board (OSB)  
w/ recycled vinyl billboard  
\$200

**2. small bookcase**

insulation foam  
\$150

**3. small bookcase**

OSB  
\$200

**4. small bookcase**

insulation foam  
\$150

**5. desk**

OSB w/ recycled vinyl billboard  
\$400

**6. desk**

insulation foam  
\$400

**7. stairs**

OSB  
\$300

**8. stairs**

insulation foam  
\$300

**9. large bookcase**

OSB w/ recycled vinyl billboard  
\$500

**10. large bookcase**

OSB w/ recycled vinyl billboard  
\$400

**11. nightstand**

OSB w/ recycled vinyl billboard  
\$125

**12. nightstand**

insulation foam  
\$100

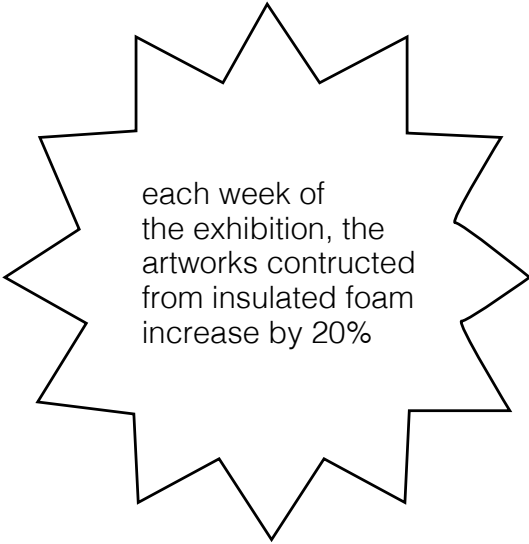
**13. medium bookcase**

OSB w/ recycled vinyl billboard  
\$450

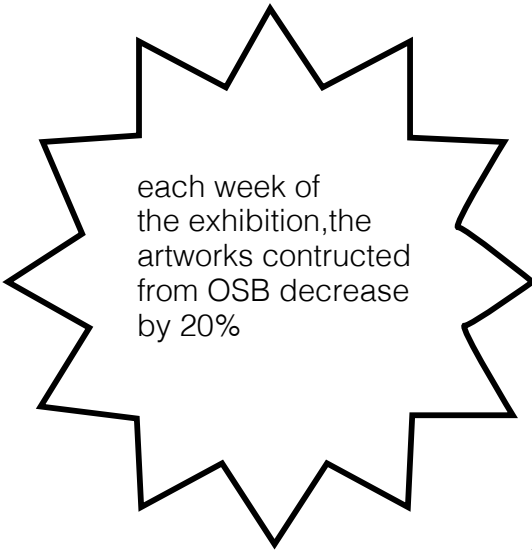
**14. medium bookcase**

insulation foam  
\$350

*[ example of gallery packet design ]*



**20% SALE**



*\*ask the gallerist for the updated weekly pricelist*

human  
elements

Egg Incubator  
"Diagnostic & Statistical Manual of Mental Disorders" Fourth Edition  
Educational Brain Model  
Temporary pacemaker lead  
Hard drive bought off of Ebay  
3D printed hands  
Dental partials  
Molecular Model  
Digital safe  
Pond weed  
Water & 9 volt battery  
Phosphate  
Sulfur  
Calcium  
Magnesium  
Carbin  
Chlorine  
Sodium  
Potassium (maybe)  
Soccer ball filled with nitrogen  
"The Last Unknown Man" by Matt Wolfe  
Attributed Manifesto of Willem Van Spronsen  
iPhone 4

# objects







*Installation*



*The artist ordered used billboards resold online as tarps. The imagery he received was totally random.*



*Columns under plastic*

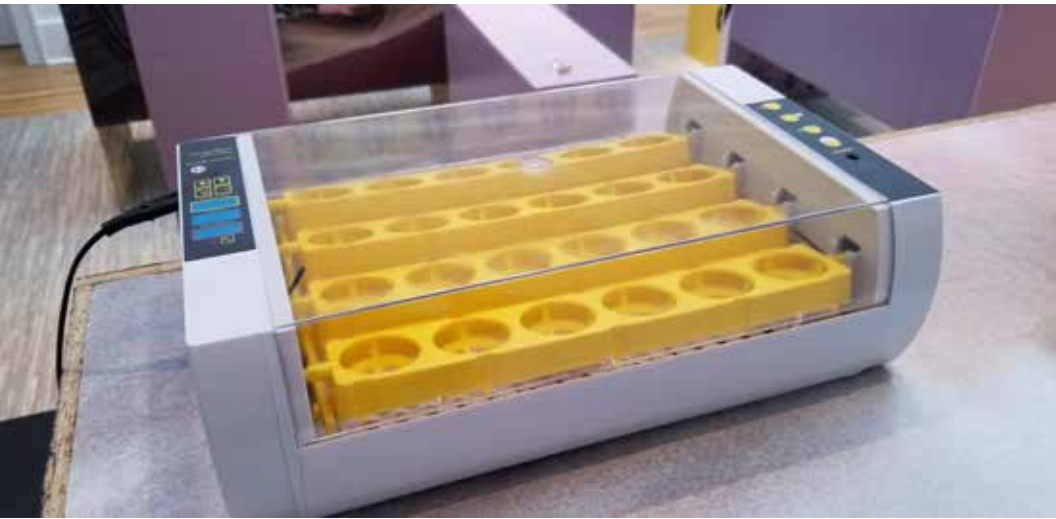


*Billboard wrapped over the corner of a desk.*



*The walls of the Palladian-style gallery were covered with a faux wall, sheets of plastic wrapped over provisional framing.  
(\*We did our best to re-use and re-distribute materials after de-install. . .)*





*Egg incubator*



*An accidental-yet apt-artwork created during installation. Incidentally, the title, ORANGE, was chosen as a word with a strong visual impact, a technique used in Advertising to get the audience's attention. . . But secretly, the artist admits that he references the novel "A Clockwork Orange," by Anthony Burgess.*