



ALEXANDER REYNA
SOME ASSEMBLY REQUIRED



ALEXANDER REYNA **SOME ASSEMBLY REQUIRED**
EXHIBITION: DECEMBER 12TH, 2009 - JAN 16TH, 2010

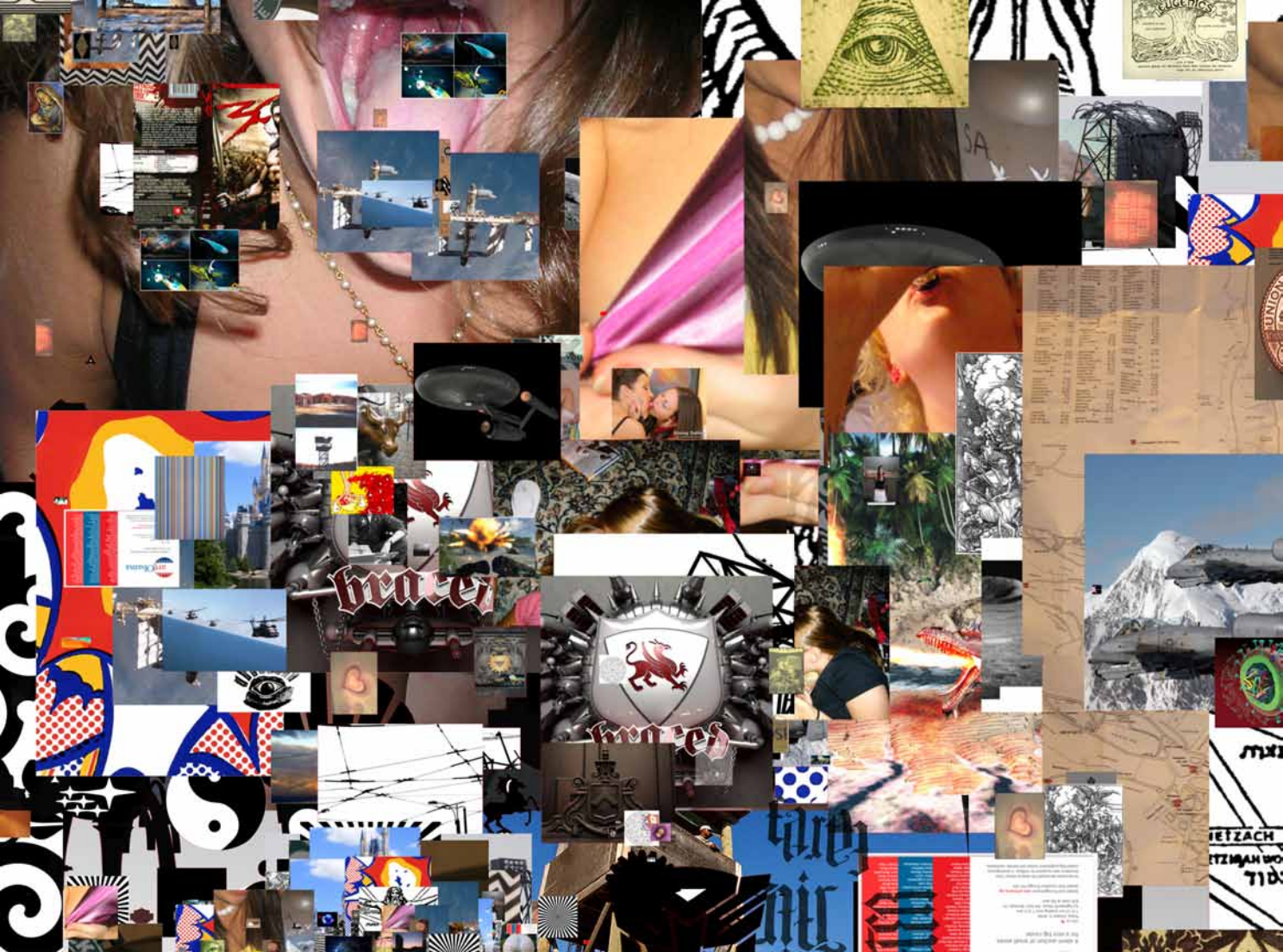
pablo's birthday

526 CANAL STREET NEW YORK NY 10013 212 462 2411 PABLOSBIRTHDAY.COM

This art looks familiar. There are recognizable symbols and images scattered throughout each piece. Sometimes the motif is explicitly corporate but always sampled from some part of visual culture and then transformed into new shape. It's the use of what's available and already a commoditized object that gives this work a predigested and superficial feeling. Yet, the final refigured form is something unexpected and more complicated than the singular intentionality of the original authors effort.

This approach is not new. Although the appearance of the work is utterly contemporary, in many ways it's absolutely rooted in the tradition of collage. Some artists are great with color and composition and others have a great sense of trend. I'm blessed with the ability to capture, record and recontextualize what culture gives me and output in new form. My artistic approach is rooted in the intersection between traditional art methods and radically contemporary execution tools. Yes, it's true I can draw and paint and do everything else that any good undergraduate art student excels at, but this is not my focus. I'm simply not interested in proving that I'm good at something that others are probably better at.

It would be almost impossible to make this work a decade ago. Not only did the hardware used in the creation not exist but the search and retrieval technologies used in the making of these pieces were just in their infancy. The seismic shift in thinking that has allowed this new type of art was bred from a thoroughly twenty first century approach. Painting has been around for thousands of year, while the digital technology used to sample and knit together disparate styles has only been around for as long as Apple Computer. This body of work owes itself as much to Google as it does to the artist who used Google to create the work.







Alexander Reyna, *Traitor*, 2009,
Digital C Print on Laser Cut Plexi, 47" x 26"







Alexander Reyna, Loser, 2009,
Digital C Print on Laser Cut Plexi, 21" x 16"



Alexander Reyna, BlueBeam, 2009.
Digital C Print on Laser Cut Plexi, 32" x 32"





Alexander Reyna, Love, 2009,
Digital C Print on Laser Cut Plexi, 74" x 47"









Alexander Reyna, Fate, 2009.
Digital C Print on Laser Cut Plexi, 36" x 20





Alexander Reyna, Fema, 2009,
Digital C Print on Laser Cut Plexi, 38" x 30"









Alexander Reyna, *Make Believe*, 2009,
Digital C Print on Laser Cut Plexi, 84" x 46"







For the past fourteen years, Alexander Reyna has created hyper-designed and beautifully complex work which attempts to reconcile the distinction between analog and digital practices and portrays a tone which elludes to an act of visual seduction. His work process includes a search and retrieval phase made in illicit collaboration with corporations and others who shape the culture given to us. His effort aims to subvert those authors original intentions by re-purposing visual imagery into a less direct form. The work is beautiful, profane, banal and sublime yet at the same time alludes to deeper layers of meaning.

Alexander Reyna was born in Chad, Africa in 1973. He received his BFA from University of New Hampshire and his MFA from Pratt Institute, both in Painting. He currently lives and works in Brooklyn, NY. He holds professorship at The School of Visual Arts (SVA, New York -BFA/MFA program), Mercy College (New York-Assistant Professor) , as well as at New York University (NYU, New York-Master program). His award-winning work has been exhibited around theworld, most recently in a solo show "False Flag" at Brot Und Spiele Gallery, in Berlin, Germany.

Features on Reyna's work have appeared in NY Arts and Animal Magazine, and his work has been reviewed in The Cleveland Plain Dealer, The Melbourne Herald Sun, NY Arts Magazine, and The Village Voice. He has spoken often about his work including on WPS1 Radio, WCPN Cleveland, and at various Universities around the United States.