



Western Front Exhibitions
303 East 8th Avenue
Vancouver, BC V5T 1S1 Canada

FOR IMMEDIATE RELEASE

Shopdropping: Experiments in the Aisle
Curated by Pond: art, activism, and ideas
October 21 - November 25
Opening Friday October 20 @ 8pm

Western Front Exhibitions is pleased to announce a group exhibition titled *Shopdropping: Experiments in the Aisle* guest curated by Pond: art, activism, ideas. *Shopdropping* is an exhibition that both catalogues and instigates the insertion of art into public places of commerce—specifically, conglomerate retail stores. The artwork—ranging from social sculptures to gentle gestures of gift-leaving—is presented in the exhibition in the form of multiples/ duplicates or audio/photo/video documentation. Using beauty, humor, and intimate address to invite shoppers' self-reflection and second glance, the works eschew a reductivist commodity critique in favor of complex strategies that detourne situations, present alternatives to normative systems of exchange, and graft together alternate economic regimes.

Packard Jennings's *Il Duce Action Figure* involves both the insertion of a hand-made Benito Mussolini doll into Wal-Mart and documentation of the ensuing comical conundrums (a spycam video of confused workers assigning a value to the item, the manual entry of 'Mussolini' onto the receipt, etc.). Steve Lambert's ultra-generi-cized cereal boxes employ the language of advertising to create a meta-commodity. In *Lost in the Supermarket*, a collaboration by Marijke Jorritsma with youth from the Boys & Girls Club of San Francisco, hand-crafted ceramic commodities (lotion, dishwashing soap, spice bottles, soup cans) were reverse-shoplifted into a local grocery conglomerate—a process that offers a delightfully humorous narrative of the encounter between shoppers/workers with these 'inadequate' or 'fallible' products made by kids. Ultimately, *Shopdropping* expands the discourse and field of interventionist art, asking us to consider its nuanced range of representational strategy, intention, context, and references.



"Supermarket Joy", Marijke Jorritsma & The Art Dept at the Boys & Girls Club of San Francisco
Photo by: Marisa Aragona

Artists: Michael Campbell & Coby Ellison, Marc Horowitz, Shannon Spanhake, Marijke Jorritsma & The Art Dept at the Boys & Girls Club of San Francisco, Steve Lambert, Conrad Bakker, The Center for Tactical Magic, Eva Strohmeier, Packard Jennings, The United Victorian Workers, Zoë Sheehan Saldaña, plus new work by Vancouver artist Lauren Marsden.

Labels by: Chris Cobb, Eric Zassenhaus, Emily Abendroth, Amar Ravva, Terri Cohn, Biz Stone, Jason Sanders, Stacy Doris, Jo Cook, Hilde Jaegtne, Summi Kaipa, Jaime Cortez, Griffin McPartland, Ann Frost, Lisa Boyer, Melanie Ashworth, Lauren Shufan, Claire Kiefer, Eireene Nealand, Diana Aehegma, Hilary Kaplan, Tanesia Hale-Jones, Darren Riesz, Marc Nevin, Kathryn Webb, Brandon Broun.

Co-founded in 2000 by Marisa Jahn and Steve Shada, Pond: art, activism, ideas is a non-profit organization dedicated to showcasing experimental art. (www.muckety-muck.org).

The Western Front gratefully acknowledges the support of the Canada Council for the Arts, the BC Arts Council through the Government of British Columbia, the City of Vancouver, and our members and volunteers. The Western Front is a member of the Pacific Association of Artist-Run Centres (PAARC).

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Tuesday - Saturday 12 - 5pm