

Wilde

PRESS RELEASE
LINUS BILL + ADRIEN HORNI
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In a time of previously unforeseen plurality, visibility and distribution, the value of the image has been elevated in its usefulness as a tool and simultaneously annihilated by its ease of multiplication and impossibility of ownership. Linus Bill + Adrien Horni seize this moment to reestablish the foundations and hierarchy of the image.

Creating individual artworks on a greater than human scale when most images are imagined and exist only on a screen, the Swiss artist duo have us reconsider image genesis, its chronology and geography, followed by its likely conclusion.

To create their raw material, they incorporate tools both analog and digital – paper, scissors, glue, Xerox, scanner, iPhones, iPad and powerbooks, consumer printers, architectural printers and hi-end inkjet alike. Even if beginning on paper, these sketches soon become jpegs, ping-ponged between the two collaborators.

Eschewing the art world's conscientious formula for creation / documentation / distribution, the artists approach their own process more like mail-order shopping. As if commissioned by themselves to efficiently reproduce their own piece, the artists optimise their own labour, using professional tools such as rollers, stencils and silkscreening supplies, with a strict execution to the plans dictated in the bound copy.

Curator Gianni Jetzer notes, "The fact that the source images were not created to be blown up [means] the artworks oscillate between the real thing and representation... resulting in 'paintings' of irritating beauty."

Through the process of reviewing scale and resolution, abstracting time and re-arranging order, Linus Bill + Adrien Horni employ the reproduced image and reconfigure and destabilise the values and schematics of the image. "Usually a book ends something, brings something to a conclusion. When for us it is just the starting point and opens up so many possibilities. Our books do not look to the past, but to the future"

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