

SKARSTEDT

eclectic

/i'klektik/ - deriving ideas from diverse sources

BY GUEST EDITOR / ART / FEBRUARY 14, 2015

BARBARA KRUGER A PRIVATE VIEW IN LONDON

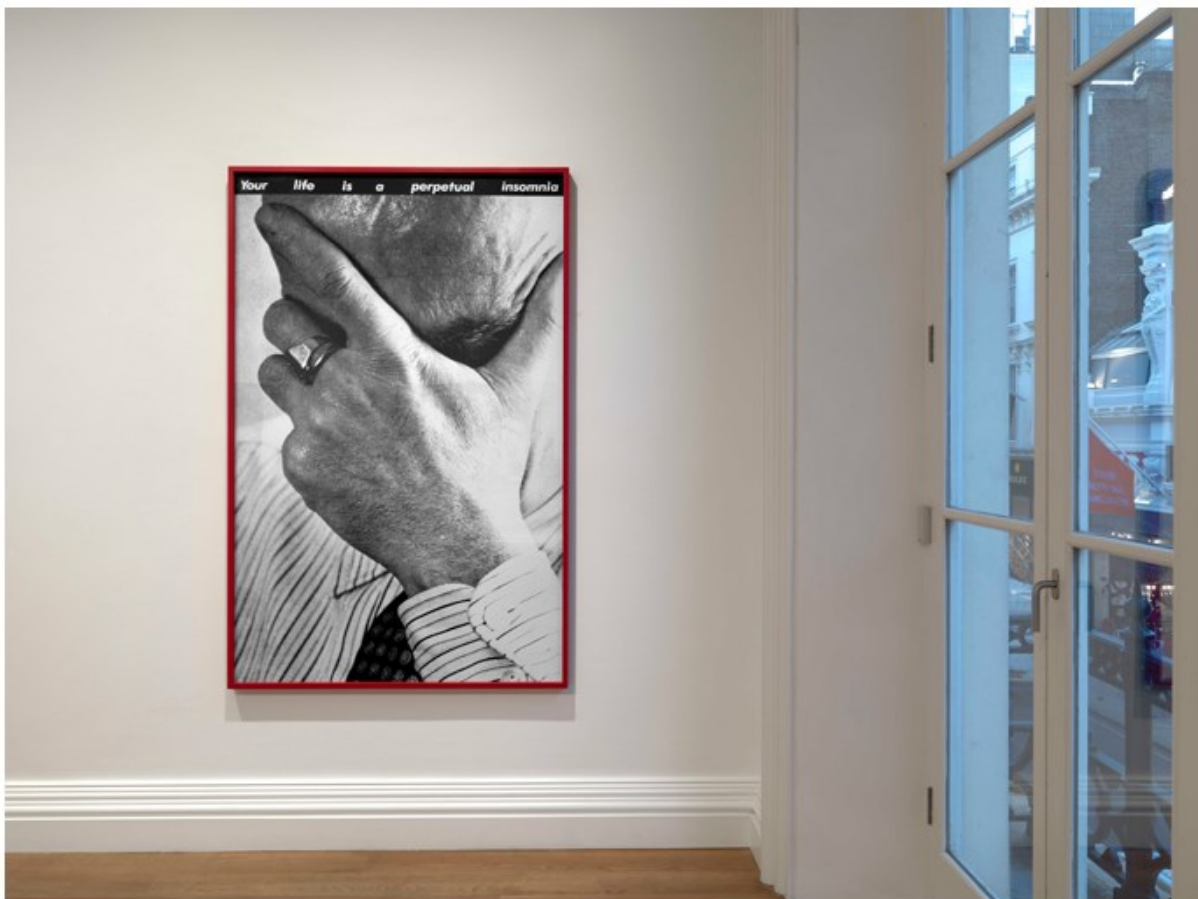


'I shop therefore I am'

Even if you might not know the name behind the iconic statements and bold images, Barbara Kruger's work is instantly recognisable. A fan of her work, I attended the Private View of Skarstedt London's newest exhibition of Kruger's early works to see the pieces up close and personal.

Presented in Kruger's signature red enamel frames, the work is intrusive and Kruger's daring statements shout to the viewer, demanding to be heard. As Kruger affirms: *"These were objects. I wasn't going to stick them on the walls with pushpins. I wanted them to enter the marketplace because I began to understand that outside the market there is nothing ... That's what the frames were about: how to commodify them. It was the most effective packaging device. Signed, sealed, delivered."* Indeed, the effect is overwhelming. Combined with the bold font and monochromatic images Kruger's works creates such a strong impact, you have to step back a bit.

Kruger's provocative work comments on our mass consumer culture and the conflicting power structures within our society. Even though these early pieces are from the 1980s, Kruger's statements are still relevant to our modern cultures ideas of hierarchy, power, sexuality and identity. Only here for a short time, make sure you visit the exhibition and be prepared to question your own identity. *By Jessica Cooper*







Barbara Kruger – Early Works, Installation view. Copyright Barbara Kruger, courtesy of Skarstedt

Location: Skarstedt, 23 Old Bond Street, London W1S 4PZ, UK

Telephone: +44 (0) 207 499 5200

Dates: 10 February 2015 – 11 April 2015

Hours: Tuesday to Friday 10am – 6pm; Saturday 10 am – 5 pm

Admission is free