

MARCUS HERSE

Was man nicht im Kopf hat... - Use your head to save your heels

July 7 - Aug 12 2017

Ginerva Gambino is pleased to present the solo exhibition of Los Angeles-based artist Marcus Herse. "Was man nicht im Kopf hat... - Use your head to save your heels" consists of a two channel video installation (2017) by the same name. The title combines the same saying in German and English and humorously cautions one to pay attention.

Herse's "Was man nicht im Kopf hat..." explores ways of seeing, image-making and their reception. As is the case in almost all of the artist's works, the new video as well deals with the experience of space as continuum and the creation of images through movement.

The dual projection at Ginerva Gambino presents two side-by-side tracking shots. While one shows a tour through the galleries of the Norton Simon Museum in Pasadena (California), the other consists of a stop-and-go run along a trail through the Descanso Gardens in La Cañada Flintridge (a 10 minute drive from the museum).

The Norton Simon Museum houses an impressive collection of European art from the Renaissance to the 20th century, as well as a collection of South and Southeast Asian Art. It is named after its donor, industrialist Norton Simon, who assembled this collection over a period of thirty years beginning in the 1960s. The works of art are displayed in two gallery wings and hung chronologically according to the different genres. Descanso Gardens is a 150 acres botanical garden. The property belonged to newspaper magnate E. Manchester Boddy, who ran a commercial camellia garden until he ceded the site to Los Angeles County in 1953. Today the gardens are known for their botanical collection and "rare natural beauty (...) which offers people an experience close to nature", as their webpage proclaims.

At Ginerva Gambino, the projection of "Was man nicht im Kopf hat..." will span along the longest wall of the gallery space so that the images will appear almost life-size. The two channels do not have the same duration, but will be played in a constant loop over the course of the exhibition and hence overlap at different times each time a new loop begins. Both videos are single takes. They were filmed using a GoPro camera. The first person view allows for an immersive experience of the captured environments.

The tour through the museum is defined by an evenly paced walk through the halls as the camera scans the walls of each room and the displayed art works respectively. The camera ride along the trail in the garden is determined by a constant stop-and-go, alternating approximately every 100 seconds (or steps) and therefore altering between still and moving image. While the works of art in the museum display interpretations of what the world looks like, the garden can be viewed as an interpretation of what nature and landscape should look like. Then again, some of the works from the museum's collection from the late 19th and early 20th century depict natural sceneries alike those that Herse captured at Descanso Gardens. The technical loop of the video mimics the historical loop of image-making and its reception: An image is always an image of a preexisting image or the interpretation of a preexisting interpretation of reality respectively.

Marcus Herse (born 1975, in Dinslaken) lives and works in Los Angeles. His works have been shown by the following institutions and galleries: Commonwealth & Council, Los Angeles; Villa Romana, Florence; MUHKA, Antwerp; Kunstsammlung NRW, Düsseldorf; 356 Mission, Los Angeles; Kunstverein Düsseldorf, Düsseldorf; Lothringer 13, Munich, Städtische Kunsthalle, Munich et al.