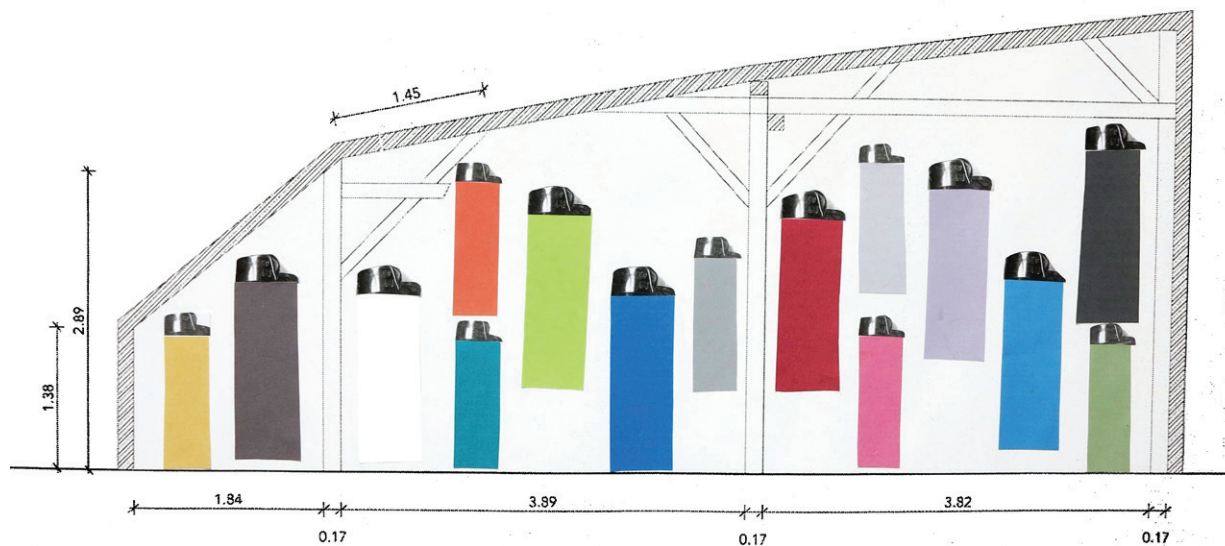


## MEG CRANSTON – FIREPLACE 12

NOVEMBER 04 2012 – FEBRUARY 04 2013



## Y8

Meg Cranston's new installation FIREPLACE 12 at Y8 in Hamburg shows a group of BIC lighters painted in the colors selected by the Pantone Corporation as the colors for the Fall/Winter fashion season. The work proposes a new theory about the meaning and relevance of color "programs" like Pantone's as they are used in both the spiritual and material realms of our culture. It suggests an utterly complex new relationship between the traditional philosophic and theologic programming of color (i.e., the colors of the yogic charkas) and the nearly totalitarian application of color programming in contemporary consumer culture. This programming Cranston suggests is to be found at all levels of our market culture from haute couture to the humblest artifact (i.e., the BIC disposable lighter).

Annually Pantone declares a particular set of colors "Colors Of The Year". Twice a year the company hosts, in a European capital, a secret meeting of representatives from various nations's color standard groups. After two days of presentations and debate, they choose the colors for the following year. The colors purportedly connect with the zeitgeist; for example the press release declaring the color "Honeysuckle" one of the colors of the year for 2011 said "In times of stress, we need something to lift our spirits, Honeysuckle is a captivating, stimulating color that gets the adrenaline going".

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Societe Bic is a company based in Clichy, France. It was founded in 1945 by Baron Marcel Bich and has become known for making the worlds most dependable and disposable consumer products. Lighters, magnets, shaving razors and ballpoint pens are the companies standards. The Bic corporate identity is based on the reliability of its products, Bic's philosophy is stated on its website, "The best way to win consumer loyalty is to provide the same quality of use from start to finish. Every BIC® Cristal® pen draws a line 2 km long, which is as good at the end as the beginning. Every BIC® maxi lighter produces 3,000 flames, identical from first to last. Every BIC Comfort 3® shaver is good for 10 days of shaving, as efficient from the first shave as to the last".

Cranston uses the Bic lighter as a surrogate for the human body and playfully invests this body with a sense of style but also a deep functionality. The modern soul must be able to produce 3,000 flames, each passion identical from first to last. The modern body with the help of Pilates and Vitamin E must be as good at the end as at the beginning. The Modern colors, connected to the zeitgeist, will represent our history, our contemporaneous participation in culture.

FIREPLACE 12, is a work about complexity and about Meg Cranston's lifelong investigation of the intersections between individual and shared experience and how imagery and objects acquire meaning in our culture. With an eye equally enamored of color theory, design, fashion, mass-market advertising and conceptual Art, Cranston's energetic works pair found imagery with monochromatic abstract forms interpreted through the standards of conceptual theory. While oftentimes taking personal attributes or historical events as a jumping off point, Cranston's work is ultimately consumed with the formal language of art and the role the artist plays in helping us see the world in new ways.

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Opening hours Y8	daily from 5pm to 10pm and by arrangement