



The Drawers - Headbones Gallery

Contemporary Drawing, Sculpture and Works on Paper

Patrick Mimran

For Font's Sake

April 5 - May 15, 2007

No angst for art.

Patrick Mimran

Commentary by Julie Oakes

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Patrick Mimran

Julie Oakes

In Chelsea New York, as one gallery hops, you can't help but notice the large didactic sayings on billboards mounted to the sides of the structure for the old subway line. Patrick Mimran's semi-instructional, quasi-moralising, nearly-pompous take on the art scene has become a fixture of the Chelsea district where the height of the art world airs 'the latest' and conducts business. Often witty, the bold words presented in a straight-on font and format, subliminally sink into the art world conversation.

As art pieces, they are minimalist in construction and as accessible as the closest copy shop. They are not limited edition, signed prints. There is nothing rarefied about them. They are comments on art rather than art itself and they step even further away from the object by commenting more on the art scene than on art works (which is done with critical writing). The impersonality collects no burrs, no direct slurs coming back at the author with viperous reactive venom. It is a conceptual pinnacle where three degrees of separation from the object bring a commonality of availability to everyone. All it takes to have a piece of Patrick Mimran's work is to be there to see it.

The conversation that results from the sayings can dominate the ongoing perusal of works in the near vicinity, and in this respect the large Chelsea billboard works especially well. As those who have the fortune to purchase walk alongside those who have only the will to see, and their part in the process is levelled. Mimran has spurred a thought, about art and the art world that becomes unavoidable, for he has placed himself in the epicentre. Side stepping juries and validation systems and niggling the minds of a distracted milieu, even his name is memorable, for placed in the bizarre context of a billboard with a message that is not an advertisement, it becomes a signature branding as powerful as a corporate logo.

Patrick Mimran took the premises of Pop and united it with the larger scale formats that went along with the conceptualists. He reversed the art-making that grew out of the visuals on billboards (Rauschenburg and Rosenquist) and brought the commentary back full swing upon itself. The full circle brought back a clip and critical slap as resounding as a white glove on an aristocrat's face. Is it necessary to accept the challenge?

**The art market is the
artist twisted muse.**

Patrick Mimran

Ignore it if you can

Patrick Mimran

**Intellectual revolution
=
retinal submission.**

Patrick Mimran

**No sweat no work
no art.**

Patrick Mimran

No angst for art.

Patrick Mimran

**A good piece of art
is the one you still love
when it's worth nothing.**

Patrick Mimran

**It is too late for a dead
artist to enjoy his
success.**

Patrick Mimran

**Needing an adviser
to buy a work of art
is like needing a consultant
to choose a wife.**

Patrick Mimran

**Collectors want to be dealers,
dealers hope to be stars,
and curators
dream to be artists.**

Patrick Mimran

**Sometime dealers
are starving too.**

Patrick Mimran

Patrick Mimran

Shows and Events

- 2006 Piazza del Popolo
- 2006 Piazza del Popolo
- 2006 Bridge of the Academia
- 2006 Moscow Billboard Project
- 2006 The Moscow World Fine Art Fair
- 2005 Bridge of the Academia
- 2005 Museum for New Art
- 2004 Bridge of the Academia
- 2004 Museo Valenciano de la Ilustracion
- 2004 The Milk Studio
- 2004 Fondazione Querini Stampalla
- 2004 Jardins du Casino
- 2003 Museo Di Ca Pesaro
- 2003 Espace Bellevue
- 2003 Circulo de Bella Artes
- 2003 Eggenberg Palace
- 2003 Museo Nacional De Artes Visuales
- 2002 Espace Bellevue
- 2001 Jardins du Casino
- 2001 Chelsea Billboard Project
- 2001 Marlborough Gallery Chelsea
- 2000 Orangerie de Bagatelle
- 2000 Jardins du Palais Royal
- 2000 Paintings for Billboards
- 1999 Almodin
- 1998 Marlborough Gallery
- 1996 Marlborough Gallery

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