



Shoot The Lobster – New York City

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FOR IMMEDIATE RELEASE



Bruce Pavlow *Poster Child*

September 12 - October 12, 2013

Opening reception: September 12, 6-8 pm

Shoot The Lobster is pleased to announce *Poster Child*, a series of new photographic works by Bruce Pavlow on view September 12 - October 12. An opening reception will be held on Thursday, September 12 from 6-8 pm.

Poster Child presents photographs of posters that incorporate images from popular culture- pop stars, animals, landscapes, motivational mottos- which have been re-imagined and re-created by a fictitious cast of tweens, teens, and twenty-somethings. Using a readymade language of bumper stickers culled from the internet and stickers from craft and toy stores, each poster illustrates a personalized narrative and context, reflecting the thoughts and desires of the fictitious characters as well as the culture at large. The re-created posters are photographed (no Photoshop was used) and digitally printed at near actual size on watercolor paper, giving them a photorealist quality that amplifies the subsequent transformation. Image, identity and subterfuge thus meld into one.

Bruce Pavlow's work has been exhibited in institutions such as The Institute of Contemporary Art, London; The University Art Museum, Berkeley and White Columns, New York; Soho Center for the Arts, New York and American Fine Arts, New York. His book "Survival House 1977, 758 Haight St., San Francisco", which documents a LGBT halfway house in San Francisco in 1977 is included the library collections of the Museum of Modern Art, New York, Harvard University, Cambridge and University of California, Berkley. Pavlow was born in San Francisco and currently lives and works in New York.

For further information please call 212.560.0670 or email contact@shootthelobster.com.