

DANIELLE GUSTAFSON-SUNDELL AT KAVI-GUPTA, CHICAGO

Danielle Gustafson-Sundell.

'Lesbian Mom', 'I'm a Keeper', 'I heart tofu', 'I'm having a 6-pack attack'; words on t-shirts and bumperstickers, like the cry of the anonymous driver searching for community and change in the endless lonely highway whilst tapping into a tradition which has deeper roots in vernacular culture. A myriad typefaces and rhetorical tones extracted from half a century of popular sloganism run amok in 'It's midnight and I'm lonely', Danielle Gustafson-Sundell's new solo exhibition at Kavi Gupta Gallery in Chicago, a show in which kitschy phrases are juxtaposed to compose a possessing chorus of identity confusion and mass communication's hollow core. The show is accompanied by sound specifically written, performed and produced for the project by Victor Thompson, and Gustafson-Sundell has also utilised the project room for a curated exhibition titled 'if that was all needed i'd be fine', including work by Stephanie Brooks, Anna Conway, Andreas Fischer, Carrie Gundersdorf, Andy Moore, Chris Naka, Keiler Sensenbrenner, and Tony Tasset.



Gustafson-Sundell (b. Minnesota, lives and works in Chicago) has de-contextualised familiar proclamations, placing over eighty of them all over the white gallery walls and in a way that makes reading one like reading all, a continuous experience of the otherwise self-contained sentiments ranging, as the gallery describes, 'from propaganda, subtle sarcasm, biting commentary and witty innuendo to forthright pleads'. The artist has been collecting these ubiquitous slogans on buttons, stickers and other easy thrift store finds and re-interpreted them as a conceptual language installation, crafted out of equally easily available materials such as felt, wool and cotton denim.



The project taps into the popular folk tradition of participation, articulating all kinds of identity catchphrases, from the self-righteous to the hedonistic and the absurd in handmade, intentionally imperfect signs that remind me of the days of protest before desktop publishing and blogging (and maybe, in style, a little bit of the anonymous quoted words over Tracey Emin's famous patchwork quilts). 'How do I participate?', the chorus seems to be asking; the answer is as vague and digressive as the changing fashions behind the stencil cut-outs.



Lupe Nunez-Fernandez

DANIELLE GUSTAFSON-SUNDELL, 'IT'S MIDNIGHT AND I'M LONELY'
Project Room:

'if that was all needed i'd be fine', Stephanie Brooks, Anna Conway, Andreas Fischer, Carrie Gundersdorf, Andy Moore, Chris Naka, Keiler Sensenbrenner, Tony Tasset.

30 June - 11 Aug 2007.

Kavi Gupta Gallery

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