

CIRCUIT

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The Public Imagination **Erica Baum**

Opening reception for the artist: June 10, 6 - 9 p.m.
June 11 - August 27 2011
Hours: Thurs - Sat 2 - 6 p.m. and by appointment
From June 9 - Aug 27 the exhibition is open only by appointment

Red Line

performance by **Andrea Merckx**
June 10 at 8 p.m.

Baum has shown a consistent inventiveness for creating stunning compositions, both formal and literary, when photographing printed material. She has developed numerous series over the past two decades using subject matter from card catalogues, to player piano scrolls and from indexes to paperback books. This exhibition in Lausanne is a rare opportunity to see multiple series of the artist's work side by side.

The show will feature a number of Baum's text pieces including a selection of Dog Ear, some which are her brand new French-language works, as well as her multi-work installation pieces, Old Movies, 2001 and Amour, 2002/2011.

Her piece, Amour which opens the exhibition shows a grid of Index works which, by moving from image to image, tell a story of love, pursuit and intrigue. The installation's structure allows for legibility while leaving interpretation open-ended. The piece exhibits a crisp clarity of photographed words on blank pages, and over the wall's expanse we see the narrative structure diagramed. A closer read reveals Baum's strength for creating works of elegant and evocative found language, with gorgeous turns of phrases that perhaps can only be read by a chance encounter with words on a page. The last phrase in Amour is 'Intelligence Artificielle'; quite a mysterious ending which leads our attention to the next room in the show.

The title of the exhibition, The Public Imagination, is taken from a line of text in one of Baum's newest works from her series, Newspaper Clippings. She developed these while developing a thematic grouping of work based on imagery and language used in accounts of UFO sightings. For this project, Baum combined works from her photographic series depicting shadows cast on urban architecture with found images of stormy night skies to weave another, similarly open-ended and haunting visual story. She also continued using her Naked Eye technique for photographing the pages of paperback books head on, allowing plots and characters to emerge from behind the edge of a page. Through this installation a whole psychic landscape of text and image comes alive. Baum references the way photography and popular media capture our attention through documentation and narration of both the mundane and the paranormal to create an absurdist rendition of the Public Imagination.

Erica Baum (b. 1961 in New York City) lives and works in New York. She received a B.A. in anthropology from Barnard College and an M.F.A. in photography from the Yale School of Art. She has exhibited in New York, Berlin, Athens, Baltimore, San Francisco, Kansas City, Weisbaden, Milan, and Malmö. Publications include, 'Dog Ear', published by Ugly Duckling Presse, 2011; Vitamin Ph- New Perspectives in Photography, edited by TJ Demos, Phaidon Press, 2006; 'Sightings', One Star Press 2011 and 'The Naked Eye', with Kenneth Goldsmith, Free Association 2009.

This exhibition was organized in partnership between Gabrielle Giattino of Bureau (New York) and Philippe Decrauzat of Circuit (Lausanne).