

Press release:

The Passions of the Good Citizen

Curated by:

Heather Felty

April 10 - May 11, 2002

Opening reception: Wednesday, April 10, 6-8 pm

Michael Bevilacqua
Claude Closky
Jenny Holzer
Kristin Lucas
Ester Partegàs
Juergen Teller
Carey Young



Carey Young *Everything You've Heard is Wrong*, 1999



Juergen Teller detail from *Go-Sees*, 1999



Ester Partegàs, *Shopping Heads [NY]*, 2000

In the early 1990s, Sprite, a soft drink division of the Coca-Cola Company, began their anti-marketing campaign aimed at teenagers, who were 'hip' to the marketing 'enemy'. As years progressed, these youngsters became skeptical of such promotion, which resulted in many interviews and much market research and Sprite's transition from selling their product to selling the fact that they understood the culture to selling a part of a lifestyle. Sprite now promotes the hip-hop lifestyle, where in order to fit in one needs baggy pants as much as a Sprite in their hand to complete the hip-hop identity. Large corporations may find it easier to work with other companies to sell an identity rather than actual product, to persuade consumers to make purchases towards an identity. Such overall marketing crusades make consumers more passive as we don't have to think or decide what it is we want. We can simply look to TV and magazines, in store windows, or in someone else's home, to determine what it is we want/need in order to create our identity.

Seven artists from around the world understand how such campaigns influence what we actually buy, and how we should be cautioned in how we proceed with such purchases. In their work, they subvert, challenge, and in some cases succumb to successful advertising campaigns.

A color brochure containing an essay by Heather Felty will be available free of charge. Please contact apexart for further information.

Hours are Tuesday to Saturday, 11-6.

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