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Sleepwalking

New Works by Greg Gossel

Opening: Saturday, June 12th, 2010 from 7-11pm
Show Runs Through: July 3rd, 2010

White Walls is proud to present *Sleepwalking: New Works* by Greg Gossel. This overload of pop imagery comments on media manipulation as an oppressive force in The United States. Please join us for the opening reception on Saturday, June 12th, 2010, from 7-11pm.

Sleepwalking critiques mass media's exploitation of specific groups of people: a consumerist practice that projects biased perceptions of gender, race, and culture. This collection points out specific imagery from collective memory of the past 50 years including the confederate flag, 1960s race riots, comic book superheroes, pro wrestling, the Reagan war on drugs, and 8 bit video games. Adding to the visual bombardment is a reference to advertising through appropriated tabloid headlines, celebrity gossip magazines, and 80s movie posters. Sleepwalking through this myriad of cultural fragments, Gossel questions how our visual culture has affected society thus far and how it will play out in the future.

Sleepwalking consists of over 30 mixed media works created through layers of collage, de-collage, and silkscreen printing on wood panel or canvas. Inspired by the processes of Mimmo Rotella and Jacques Villegle, Gossel spontaneously builds up the layers while weathering the surface through staining, sanding, and tearing to reveal the history beneath.

Greg Gossel is a Minneapolis based artist with a BFA from University of Wisconsin-Eau Claire. Greg has exhibited in Los Angeles, San Francisco, New York, Milan, and London; and in 2009 he was invited to create a large scale mural on the façade of Miami's Aqua Art Fair. His commercial clients include Stussy, GNU Snowboards, and Interscope Records while his work has been published in *The San Francisco Chronicle*, *Juxtapoz Art and Culture Magazine*, *Artslant*, *Artful Living*, and *ROJO*.

The opening reception of *Sleepwalking: New Works* by Greg Gossel at White Walls Gallery begins on Saturday, June 12th, 2010 from 7-11pm. The exhibit will be on display through July 3rd, 2010 and is open to the public.