



**IN THE PINK:
ROB PRUITT**

Irony isn't dead; in Rob Pruitt's upcoming show in Paris, it's positively pink cheeked. Best-known for his 2004 paintings of Paris Hilton, which he made while wearing five-inch heels in order to "channel her energy", and his 1999 collection of *101 Art Ideas You Can Do Yourself* (*Idea N°11 'Sit on a toilet backwards'*), Pruitt's swish cockiness has little to do with the brash swagger of Jackson Pollock. His new work, however, large-scale pink and red paintings first shown at Gavin Brown's Enterprise in New York in June 2006, eschews pop representations to pay a vigorous yet queerly tongue-in-cheek tribute to Abstract Expressionism.

"The paintings are based on old school action paintings like Pollock and de Kooning, but they're more little-girly and gay," says Pruitt. "The colours are garish and artificial, like make-up and candy - but also like blood and guts. I wanted to reinvigorate a dated trope with today's vital concerns, like war and global warming and the polar icecaps melting."

Ostracised for almost a decade from New York art circles after a cheeky slap at corporate racism famously backfired in a Leo Castelli show in 1992, Pruitt has resuscitated his career by innocuously teasing less incendiary subjects. The work here, which includes an odd scattering of brand-name jeans filled with cement, is clever and lighthearted, or banal and frivolous, depending on one's point of view, and not likely to offend anyone.

Christopher Mooney

ROB PRUITT,
UNTIL 20 JANUARY,
AIR DE PARIS, PARIS
WWW.AIRDEPARIS.COM

Crash, Spilt, 2006, acrylic and oil on foil panel, 244 x 244 cm.
Courtesy Gavin Brown's Enterprise, New York, and Air de Paris, Paris