

NY2

**ROB PRUITT:
PATTERN AND DEGRADATION**
Gavin Brown's Enterprise & Maccarone
September 11 – October 23, 2010



For his 2008 show at Gavin Brown, titled "Iphotos", Rob Pruitt completely covered the interior and exterior of the gallery with a perverse amount of his own candid Iphone shots. The inside of the gallery was foregrounded with custom tombstones for celebri-

ties including Jason Rhoades, Charlie Brown, and Anna Nicole-Smith. Leaf piles made of newspaper images surrounded the graves. This connected the gravestones to the iphotos rendering the self-portraits, the alternate identities, and the narratives of celebrity tragedy as interchangeable. Rob Pruitt's upcoming mega-show will be in the just expanded Gavin Brown's Enterprise as well as Maccarone next door. The exhibition is titled "Pattern and Degradation", and the "fil rouge" of this complex show is his auto-fictive relationship to the Amish tradition of Rumspringa. "During the Rumspringa, Amish adolescents are given the chance to temporarily explore the outside world before choosing to either return to the Amish lifestyle and be baptized, or leave their community forever. Folklore holds that this is a period when Amish youth engage in rebellious behavior, defying their culture's strict prohibitions, and indulging in the excesses of mainstream American culture." "Pruitt seems to have a permanent set of Rumspringa permissions. This is summed up well by GBE's description of his 21st century Joie de vie. "Rather than feel defeated by the diminished cultural legacy left to us, Pruitt has embraced it. He loves the cynicism, bathes in the stupid, lies down with the empty, turns the other cheek, and asks for an autograph. At "Pattern and Degradation" expect to see schizophrenic self-portraits, self-portraits-as-logos, quilts, "Ikea wall art turned lush, semi-abstract, oil paintings", t-shirts, re-painted paintings, returns to his glitter-panda motif, and wall-sized mural prints that disclose Pruitt's Facebook page.

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