

Time Out

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Rob Pruitt, "101 Art Ideas You Can Do Yourself"

Gavin Brown's enterprise, through Feb 27.

In Rob Pruitt's earlier artistic incarnation as half of Pruitt and Early, a collaborative duo with then-boyfriend Jack Early, he made prescient bad-boy art, decorating beer cans with heavy-metal decals and stacking them in galleries. Then, in a miscalculated show at Leo Castelli, P&E dared to present art about the mall-merchandising of black culture as a hip commodity for upper-middle-class white teens. Charges of racism brought their career to a halt, and they broke up. After about eight years, Pruitt began to pop up on his own in group shows. But last December, he scored a real succès de scandale: In a weekend-long show at a temporary space, he exhibited a 16-foot-long mirror on the floor with a line of cocaine down the middle. Visitors were welcome to partake as much as they pleased, as long as they were willing to be photographed on their knees with a

straw up their nose. Pruitt was an art-world sensation once again.

Now, for his first solo show, Pruitt has let his goofy conceptualism run amok. He has come up with "101 Art Ideas You Can Do Yourself." They're spelled out in recipe-book form, but the show also includes Pruitt's own execution of 35 of these ideas.

You can't help but be reminded of Yoko Ono by art idea "No. 82: Stay in bed." While some of Pruitt's ideas seem like parodies of other artists' work (like "No. 40: Get plastic surgery," which is what French artist Orlan does), most are just hysterically funny. Following "No. 85: Invent a new color, then name it," for example, Pruitt invents "impeachmint." My favorite—"No. 52: Using chalk, name all the bricks in a wall"—is easy to miss. Along the top edge of one wall Pruitt has scrawled a free-associative mix of rock-star names (Lux and Ivy, Brick Jagger), TV characters (Patsy and Edina) and famous artists (Vito and Marcel). If you don't laugh out loud at something here, you're trying too hard

to be cool. The only question that remains is how we managed to get along without Pruitt's manic creativity for eight long years.—*Bill Arning*



Rob Pruitt, *Idea No. 28, Make A Painting with Make-up, 1999.*