



FOR IMMEDIATE PRESS RELEASE

B.A.D. Summer

A Group Exhibition by Jonathan Casella, Mark Cooper, and Kim Eull
June 16 – September 8, 2018

Baik Art is pleased to present *B.A.D. Summer*, a multidisciplinary collaboration including works by Jonathan Casella, Mark Cooper, and Kim Eull. This exhibition highlights the nature of each artist's practice as they navigate commercial signifiers, art historical tropes, and contemporary kitsch aesthetics. This exhibition will be on display from June 16, 2018, through September 8, 2018. An opening reception will be held on Saturday, June 16, 2018, from 6pm-8pm.

As the lines between globalized spectacle and institutional preservation become increasingly blurred, it is imperative to approach such endeavors in ways that prove adaptive and experiential. This exhibition reflects on the ability of creative practice to traverse both informed viewership and mass accessibility by blending a multitude of cultural signifiers. The vibrant and encompassing installation looks to challenge notions of taste and connoisseurship as well as the role of craft objects within the canon of fine art.

The show's emphasis on traditionally industrialized motifs such as clocks, shelving units, and books examine the commercialized exchanges around art and the resulting cultural homogenization that occurs within domestic and institutional spaces. Distinctions between academic austerity and marketability are then renegotiated through the artist's contrasting use of fine art objects, stylized furnishings, and omnipresent barcodes. A point further highlighted by the storefront's eccentric retail-esque display.

Akin to other artist groups such as Danish collective, Superflux, B.A.D. Summer's collaborators look to develop experimental and participatory experiences that challenge socio-economic status, art historical tradition, and cultural representation. This grouping of internationally based visual artists aims to build on Baik Art's continued focus on global collaboration, experimentation, and ideological exchange.

B.A.D. Summer marks the launch of Baik Art's online design store, which will act as an extension of our fine art exhibitions. Baik Art Design [BAD] will provide global offerings of art editions, hand-made goods, and gallery publications in an effort to make our programming more accessible to our viewers and future patrons.

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