

frosch&portmann  
Hooper Turner  
*lettErNUmbeRcopyPaStE*

frosch&portmann is pleased to announce *lettErNUmbeRcopyPaStE*, New York based Hooper Turner's second solo exhibition with the gallery.

Hooper Turner has a conflicted relationship with advertising. The artist's previous meticulous paintings of expensive bone china and Gucci wearing beauties reflect his interest in mass-produced ephemeral printed material. By "remaking" commercial imagery, he confronts and questions his and the viewers' desire for these elusive products and lifestyles.

*lettErNUmbeRcopyPaStE* marks the debut of a new body of work, the Typeforms. Found imagery is still a significant factor and is used more literally, as Turner paints directly onto the various supports, be they art auction catalogs, fashion ads or publicity photos of celebrities and models. The artist paints letters and numbers on these preexisting images, creating various interactions and readings – sometimes the underlying imagery almost disappears completely, other times the simple painted form emphasizes its presence and power.

By painting over his sources rather than simply referencing them, Hooper Turner points to the conversation and struggle of the individual artist working within the canon of art history. Like his earlier paintings, these works reference the conflict of maintaining a unique material presence in a time of mass-dissemination and commodification.

Turner combines digital word processing with the more traditional techniques of drawing and painting. In the resulting works, the individual letters and numbers lose their status as conventional signs, as they become distorted and cease to function as a system of communication and ultimately refer only to their own form.

The artist chose the widely used sans-serif typeface Helvetica for its association with rationality and corporate logos. Here, in Hooper Turner's most recent works, the Swiss typeface is stripped from its utilitarian function and placed in the service of visual abstraction.

Born in Charlotte, NC, Hooper Turner lives and works in New York. He received his B.F.A. from the University of North Carolina at Asheville and his M.F.A. from the University of Georgia at Athens.

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