

(June 24 – July 6)

2— The Front Room

MAX SCHUMANN



Rooted in a tradition of “cheap art,” Max Schumann paints on ordinary cardboard panels. His expressionistic scenes are assiduously copied from advertisements, newspapers, TV news, or films. Overlaid with short texts, the images take on new meanings, as a green landscape becomes a war scene or an ad for a pick-up truck turns into political propaganda. Schumann frequently paints the same image again and again. This strategy, faithful to the persistence and repetitions inherent in his source media, also allows for the distinctions between “identical” works to emerge. In *The Front Room*, Schumann presents *TV Portraits*, a series of cardboard paintings in which he depicts scenes from television commercials largely run during newscasts. Available for sale to museum visitors, Schumann’s 209 paintings (the price for which he has painted on each work) are, during the course of exhibition, then replaced by cash bills, as well as photographs of Iraqi wartime footage he has shot directly from his TV monitor.

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Max Schumann was born in 1964 in New York, New York, where he currently lives and works. He has exhibited at Taxter & Spengemann, New York; The Theater for New York City; Firehouse Gallery, Burlington, Vermont; Bard College Center for Curatorial Studies, Annandale-on-Hudson, New York; Turbine Halls, Copenhagen; and Center for the Arts at Wesleyan University, Middletown, Connecticut, among others. Schumann is Associate Director of Printed Matter, Inc., the world's largest non-profit organization dedicated to the promotion of publications made by artists.

**Image:**

*TV Portraits*, in-process view, artist's studio, New York, 2008.  
Courtesy of the artist and Taxter & Spengemann, New York.

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