

For immediate release:

April 26 - May 24, 1997

Postmasters Gallery will present "Sorry We're Open" - a one-person exhibition in a variety of media by PERRY HOBERMAN.
Opening reception: Saturday, April 26, 6-8 pm.

PERRY HOBERMAN

"Sorry, We're Open"

In Sorry We're Open, new works by Perry Hoberman are installed in a painfully authentic replica of a contemporary office interior. Modular cubicles enclose decoy electronics, mutant rolodexes, and gluttonous robotic arms. The dynamics of the office politics are dismantled (if not demolished) by works that expose the hidden undersides of carpets and desks. Common office staples such as drop ceilings, file cabinets and artificial plants are reconfigured in works that range from the pacifying to the ominous. Interactive, non-interactive and neo-interactive objects and installations are deployed within a maze of sound-absorbing partitions.

Endlessly adaptable, the modern office workplace is an arrangement of provisional and interchangeable components, components that include the workers (also known as "temps") themselves. This arrangement mirrors the inner workings of the digital systems that are the beating heart of our millennial moment: everything (and everyone) is constantly being upgraded in a neo-Darwinian process of seemingly unimpeachable progress that (much like biological evolution itself) provides the reassuring illusion of rational goal.

"Rather than critiques of cyberculture, Perry Hoberman's work aims at assimilating its technologies, devouring its images, betraying its illusions, and creating a kind of raucous discourse. Less outright subversion than ingenious sabotage, the satiric constructions, parodic objects, mocked images, pseudo-virtual environments, iterated banalities, and efficient surfaces betray their own artifice as they signify just how deeply the expectations of artificiality have embedded themselves in the imagination. Sorry, We're Open links the systems of work, play, and imagination in an encounter with technologies whose sheer presence is far too easily overshadowed by disquieting conceptions of transparency and invisibility."

Timothy Druckrey

(from Pandemonium, Ubiquity, Redundancy, Absurdity, an essay in the brochure accompanying the exhibition)

In **The Hole** - our monthly project formatted as a peep show - we will present an installation by **MATTHEW McCASLIN**

Postmasters Gallery, located in SoHo at 80 Greene Street, is open Tuesday through Saturday 11am to 6 pm. Please contact Magdalena Sawon with any questions that you might have.

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