

# The Producers

*Inspired by a variety of films and television shows, Jennifer and Kevin McCoy make playful multimedia works that tap into a collective pop-culture nostalgia.*

**BY STEPHANIE CASH**

Once upon a time TV and movies didn't exist. It was a very dark time indeed. It's hard to imagine what type of works artists like Jennifer and Kevin McCoy might have made back then. The husband-and-wife team seems to have a profound love of all manner of flickering, moving images, from animation to slasher films to arthouse classics. The duo has found various ways to dissect, reenact, scrutinize and categorize TV shows and films, in works that are as captivating as Saturday morning cartoons are to kids.

Most of us grew up with television; some would even say they were raised by it. Depending on one's inclination, it's either visual comfort food or a paltry diet of populist pabulum. Whether you love it or hate it or find guilty pleasure in it, TV is as vital to cultural life as literature, theater and opera were in pre-Edison times, and perhaps no artists have embraced it more fully than the McCoyes. Accordingly, the pair also seems to understand the notion of the "MTV attention span." Unlike many videos and film-based works, theirs don't require long, dedicated viewing sessions. Viewers can pretty quickly get what they're about, but, lured to the screens like June bugs to a streetlight, most stick around and watch for a while anyway.

In "We Like to Watch," their 2002 show at Postmasters gallery in New York, the McCoyes took television shows and movies as their inspiration, but you don't have to be well-schooled in the subject matter to appreciate the works. The couple analyzed and codified such popular 1970s programs as "Starsky and Hutch," "Kung Fu" and "Eight Is Enough" with the thoroughness of a "CSI" coroner, extracting similar scenes and montaging them together to draw attention to filmic structure and narrative devices. Some of the works come packaged in metal suitcases fitted with a small



*Above, view of Jennifer and Kevin McCoy's series "Soft Rains," 2003, mixed-medium sculptures with electronics and video output; at Postmasters.*

*Right, top and bottom, close-ups of Soft Rains VI (cabin), 2003.*

*Images this article courtesy Postmasters, New York.*





