

DESTIJLIFE

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Destijlife | GrocerySigns

September 7-28, 2018

The Destijlife application suite is the creation of Joseph Montgomery and Steven Rose, both artists living and working in New York. Currently tangible as a slowly growing source of web applications, Destijlife intends to diminish faith in originality and creativity by producing images from existing culture via randomness, choice, or manipulation and then re-seeding this visual content online.

The installation at Rubin & Chapelle is a site specific, physical iteration of one such application, GrocerySigns. Using images of public interiority available in the vast stores of online self-promotion, the application performs three important functions: it scrapes, it reconstructs, and it disseminates. The results are familiarly absurd. The exhibition contextualizes this otherwise overwhelming nonsense of accumulating words and images in corporal and pleasurable proportions.

To achieve Destijlife's desired outcome of pleasure through absurdist collage of language, GrocerySigns first extracts and reorganizes the plethora of data stored in Craigslist, OK Cupid, Amazon, Twitter, Upwork, and Reddit. The program then stuffs the data into predetermined templates drawn from Key Food Supermarket window promotions, colloquial advertisements known for their brevity and efficiency. The resulting images and their sources swell the GrocerySigns database, an ever-increasing trove of self-advertising concrete poetry redistributed via servers and from which this exhibition draws its content.

By filling the templates of commodity with the language of online romance and review, Montgomery and Rose advertise the fluid interchangeability of transactional human relationships and commercial graphic design. Commandeering others' language and recoding it as pictorial poetry fulfills this potential. As they watch and participate in the trash fire of content proliferation the artists must mediate the process to revive tactile satisfaction. This necessity is present in the materials of the exhibition as well as the way the data is whittled down—pigment transfer, handmade paper, cedar, silk, chiffon, and pillows.

These materials coalesce into the installation in three ways. First, a choice of forty Grocery Signs individually printed on sheer paper are hung like banners. Second, humans wearing garments of silk and chiffon reframe the signs as pattern and roam the aisles, returning interiority to a physical form that both advertises and conceals. Third, cedar shim dolls lay upon the data-turned-pattern integrated into the form of pillows, providing a minimal imitation of the human figure simultaneously being propped up by and weighing upon this volume of content.

An opening reception will be held Friday, September 7, from 4 p.m. until 8 p.m. at Rubin & Chapelle's Highline Showroom, 510 West 27th Street, 5th Floor.

I WAS IN A RUSH AND HAD TO GET TO WORK

**IF YOU WERE,
I WOULDN'T HAVE
MINDED BY THE WAY
WE WERE BOTH IN THE**

\$ IF THIS WA
I NOTICED
YOUR BULGE
I DIDN'T KNOW IF
YOU WERE CHECKING
ME OR NOT,
BUT YOU'RE CUTE

**IS YUAN OR RENMINBI DEPENDING
ON LANGUAGE OR REGION?**

**HIS FACE AT THE END :')
BUT THAT'S
FINE**

**SHE DOESN'T SEEM AS
APPRECIATIVE AS I WOULD**

EXPECT

**EVERYONE
LOVES
A
BOUNCE
HOUSE** **\$ THIS
FOR GUY**

**ITEM ARRIVED EXACTLY AS
DESCRIBED AND PROMPTLY!**

**EXACTLY AS
PICTURED!
FIVE STARS**

\$ FIVE STARS
EXACT
REPLACEMENT
WHIRLPOOL
ITEM

**HOPING TO KICK BACK, GET DRAINED,
AND TOP A GL MUSCULAR FIT BOTTOM**

**VGL MASC
TOP CAN HOST
YOU BE CLEAN**

\$ MASSIVE CU
RUGGED
ASI
HEIGHT
: 6'0"
(182CM)

YES

THANK

YOU

WAIT

\$ THINGS WE

THINGS W

**SO
HE
DONE
EVER
AMERICANS
SAY
DOLLARS
OR
BUCKS**

