

**freymond-  
guth & co.**  
**fine ARTS**

Jean-Claude Freymond-Guth  
Brauerstrasse 51  
CH 8004 Zürich

+41 (0)44 240 0481  
office@freymondguth.com  
www.freymondguth.com

Mi – Fr 14 –18h  
Sat 11 –16h  
Or by appointment

**ALEX BAG**  
born in New York, NY, USA  
Lives in New York, NY, USA

**Alex Bag**  
**“Untitled Fall ‘95”**  
**1995**  
**videotape**  
**53min**

**Courtesy the artist and Elizabeth Dee Gallery, NY, USA**

In Untitled Fall ‘95, Bag, at the time an art student, “plays” Bag the art student. In a series of deadpan performances, Bag gathers fragments of pop detritus, fashioning a thoroughly mediated document that is at once a celebration and a record of loss. With the narrative inevitability of a TV serial, the eight diaristic segments trace a woman’s struggle to make sense of her experience at art school. As each installment marks the start of a new semester, Bag’s character addresses the camera with her latest observations and frustrations.

Interspersed between these confessions are eight set-pieces, in which Bag performs scenes from the background noise of her imagination: a pretentious visiting artist, London shop-girls discussing their punk band, a Ronald MacDonald puppet attempting to pick up a Hello Kitty doll, the singer Bjork explaining how television works. These surreal episodes sketch out what Bag sees as the simultaneous attraction and repulsion of contemporary youth culture, and teeter on the divide between parody and complicity.

What emerges is a picture of anxiety, boredom, and ambivalence. As Bag despairs at one point, her culture is being sold back to her. However, popular culture, enmeshed with fashion, music, and the art world, necessarily depends on the machinations of capitalism. How does one mount a successful critique, when irony, satire and subversion have been enshrined by advertising and the popular imagination?

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### **Education**

1991 BFA, Cooper Union, New York City

### **Selected exhibitions and projects:**

2010

Auto Kino!, presented by Phil Collins, Temporäre Kunsthalle, Berlin, Germany (g)

2009

Reality Tunnel Vision, Elizabeth Dee Gallery, New York, NY, (s)

Alex Bag, Galería Marta Cervera, Madrid, Spain (s)

100 Years (version #2, ps1, nov 2009), PS1, Long Island City, NY, (g)

Video Journeys, Sister Gallery at Cottage Home, Los Angeles, CA, (g)

Alex Bag, The Whitney Museum of American Art, New York, NY (s)

2008

Slightly Unbalanced, Chicago Cultural Center, Chicago, IL; traveling to Huntington Museum of Art, Huntington, WV; Paul and Lulu Hilliard University Art Museum, Lafayette, LA; University of Richmond Museums, Richmond, VA (catalogue), (g)

2007

Television Delivers People, Whitney Museum of American Art, New York, NY, (g)

Fit to Print, Gagosian Gallery, New York, NY, (g)

Playback, ARC/Musée de la Ville de Paris, Paris, France, (g)

Threewalls, five day exhibition, curated by Electronic Arts Intermix, Chicago, IL, (g)

Beneath the Underdog, Gagosian Gallery, New York, NY, (g)

2006

Panorámica, Museo Tamayo Arte Contemporáneo, Mexico City

Alex Bag, Mike Kelley, Richard Hoeck & John Miller, Babylon Kino, Berlin, Germany

Unfinished Business, curated by Sinisa Mitrovic, Salon of the Museum of Contemporary Art, Pariska, Beograd

Failure, Kilkenny Arts Festival, curated by Mike Fitzpatrick, Kilkenny, Ireland

2005

Coven Services for Consumer Mesmerism, Product Sorcery, and the Necromantic Reimagination of Consumption, Locust Projects, Miami, FL, (s)

Day Labor, PS1/MOMA, Long Island City, NY, (g)

Master Blaster, curated by Stacey Allan, Kresge Gallery, Ramapo College, Mahwah, NJ, (g)

Baltic Triennale, curated by Sofia Hernández Chong Cuy, Raimundas Malasauskas, and Alexis Vaillant, Contemporary Art Centre, Vilnius, Lithuania, (g)

When Humour Becomes Painful, Migros Museum für Gegenwartskunst, Zurich, Switzerland, (g)

What Business Are You In?, Atlanta Contemporary Art Center, Atlanta, GA, (g)

Group Show, Elizabeth Dee Gallery, New York, NY, (g)

2004

Coven Services for Consumer Mesmerism, Product Sorcery, and the Necromantic Reimagination of Consumption, Elizabeth Dee Gallery, New York, NY (s)

Catalyst Arts, Belfast, Northern Ireland (s)

Election, curated by James Meyer, American Fine Art, New York, NY, (g)

Grotesque, Burlesque and Parody, Abbaye Saint-André Centre d'Art Contemporain, Meymac, France, (g)

Incantations, Metro Pictures, New York, NY, (g)

California Earthquake, Daniel Reich Gallery, New York, NY, (g)