

THOMAS DUNCAN GALLERY

PRESS RELEASE

STEVEN BALDI

“BRANDED LIGHT”

SEPTEMBER 6 – OCTOBER 18, 2014

Reception for the artist Saturday, September 6, 2014
6 – 8PM

Thomas Duncan is pleased to present Steven Baldi's second solo exhibition at the gallery, entitled "Branded Light." Baldi presents a new body of work that explores brand and image through a series of photographs and paintings.

The photographs depict various camera logotypes projected and distorted through light and shadow. Made entirely in camera, the images create a collage effect, layering text and image through prismatic effects. In these works, the image is revealed as a space influenced by a usually invisible industrial authority, which is present from the beginning to end of the photo production process. The branded visual language of the photographic industry becomes the subject of the images, inverting and subjecting the brands to the process they enable.

Each of the paintings is made of panel wrapped in black book cloth and framed in aluminum. The shape of each painting is generated by the dimensions of the gallery's walls and then scaled down, capturing their own context, creating a portrait of the space. In contrast to the highly branded imagery found in the photographs, the paintings offer no imagistic referent, creating a void and allowing the physical attributes of the works to become their own material signifiers. The paintings are black boxes absorbing light, becoming as opaque as a camera's mechanical operations. The site-specific works variously draw on methods of painting, photography and architecture, three subjects that have been present in all of Baldi's work to date.

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