

*press release*

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**Franz Vila: On The Ceiling**

If you missed the June 4th Gallery X show, this is your only chance for sincere make up. We now know Franz Vila is back ...For starters Franz Vila is not a video artist, nor a computer artist.. Franz Vila's materials are of digital characters and technically he can output to video, film, slides, print, etc. at will.

Franz Vila should be labeled a Digital Artist, but his contributions are beyond labeling. Coinciding with the cleverness and apparent innocence of Andy Warhol, Tom Otterness and Keith Haring, Franz Vila's videos look like any other video. The question is are they really like any other video? If you have familiarized yourself with the house-name, "video art", are Franz Vila's videos what you would recognize? How sure are you? They don't have the quality and artistry of Bill Viola's -are quality and artistry related to a new art criterion?-. They don't have the purism and sophistication of technology as Gary Hill's? - shouldn't we take technology as granted?- So, next to Bill Viola and Gary Hill, Franz Vila is different, but also he is different from all the presentation and visual subcodings that pioneered Nam-Jun Paik's work.

The difference is the trigger. When Impressionism challenged the fossilized Academy the difference was obvious. People talking over the phone in the 30's and today, aside the gadgets, is there a difference? That is how Franz Vila's videos should be approached. Franz Vila's work demonstrates that Deconstruction and Post-Modernism were just the Mannerism at the end of the millennium. But Simulated Figurativism, the immediacy of communication simulacra, our own wanderings that make us curious and addicted spectators of others private wanderings, the rupture of forms, schemes, techniques, language even the whole logistics of doing art business, are all together un-avoidable screams that nothing in art now is as we thought it was.

Don't go any further! Franz Vila's work is harmful for your art health! (And be aware that everything you knew about art could not be so anymore.) The "Greater New York" show, at PS 1 shadowed the Whitney Biennial making the Biennial look just like a group show, is another illustration of this same phenomenon. That is why Gallery X and the powerful and highly competitive artist Rebecca Goyette want you to take these thoughts in account on Wednesday, June 28th, 2000. between 6 and 9 PM 23 West 129th Street T/F (212) 534-7044 New York, NY 10027 URL: [www.galerix.com](http://www.galerix.com) Tu - Su 1 - 6 PM e-mail: [gxart@aol.com](mailto:gxart@aol.com)