

LIA RUMMA

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PRESS RELEASE

On Sunday, 29th November 1987 at 11 a.m. a one-man-show of the New York artist HAIM STEINBACH opens at the LIA RUMMA gallery in Naples.

Works by Steinbach (born 1944 in Israel) have already been shown in Naples in the exhibitions ROOTED RHETORIC curated by Gabriele Guercio, Castel dell'Ovo (July '86) and EXTREME ORDER curated by Collins & Milazzo at Lia Rumma (May/June '87).

Haim Steinbach's sculpture consists of arrangements of store-bought or found, utilitarian or decorative objects, single or in quantity on formica/wood shelves built specifically for their display.

With references to Minimal Art (the shelf/sculpture) and also Pop Art (the consumer object) and with an obvious regard for the spectacle of display itself, the artist's attention to color, number, hierarchy of position and dimension, function and movement could be interpreted as relating to the mechanisms of meaning and value within the art world, and to late capitalism's obsession with "choice" and the satisfaction of desires.

In this show, conceived in Naples and created for Naples, the artist introduces, for the first time, precious artefacts of antique, aristocratic origine into his repertoire of objects, thus broadening the critical possibilities of his discourse.