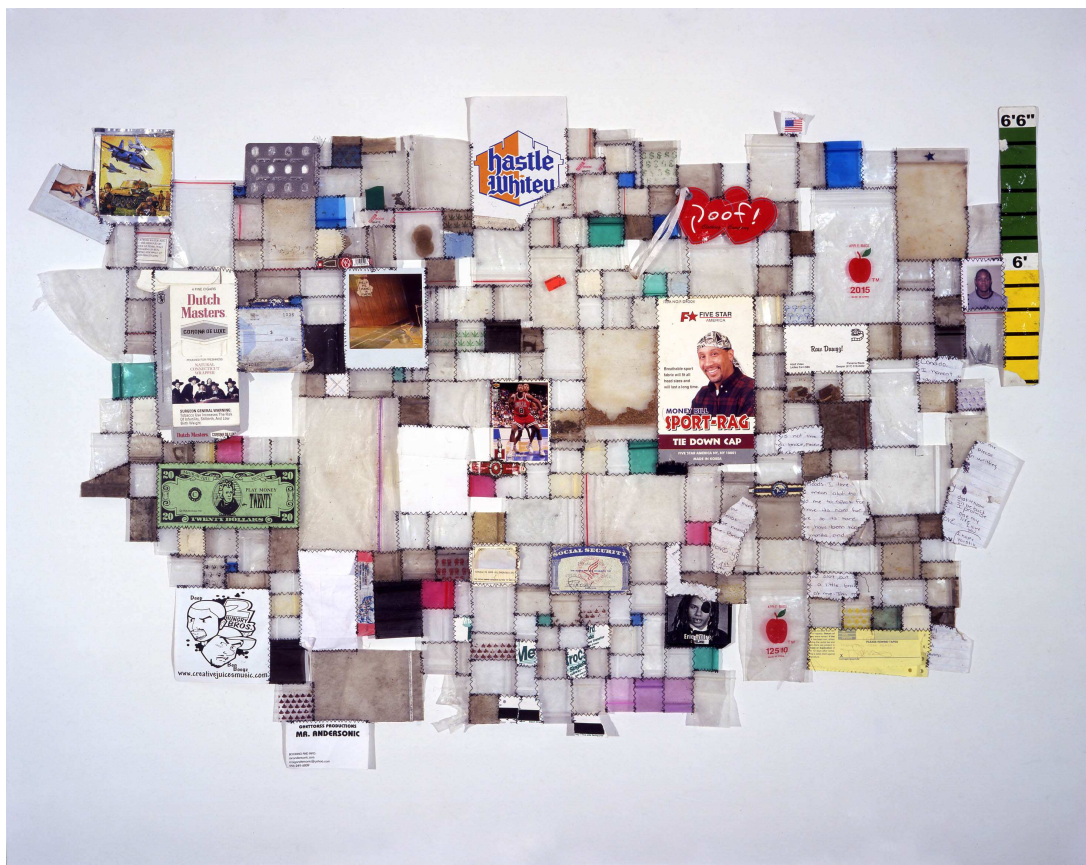


PRESS RELEASE

TOM FRUIN : "HASTLE WHITEY"



16, rue du Simplon
1207 Geneva - Switzerland
info@bertrand-gruner.com

Tel. +41 22 700 74 73
Fax +41 22 752 69 00
www.bertrand-gruner.com

TOM FRUIN : "HASTLE WHITEY"
february 8 - april 7, 2007

Gallery Bertrand & Gruner is delighted to present Tom Fruin's first solo exhibition in Switzerland. Born in 1974 in California, Tom Fruin is known for his investigations of the urban environment. Like a detective, he finds meaning in seemingly insignificant "clues" that reveal secrets of our humanity hidden in plain sight. Most famously, his quilts and flags constructed from discarded drug bags methodically collected from New York's public parks and housing projects show patterns of behavior both overlooked and politely ignored. Galerie Bertrand & Gruner is pleased to present his largest quilt to date: "Overview Lillian Wald". Each bag in this piece was collected over a six month period, sewn in direct relation to its geographical location within the city's grid. A careful examination of this anthropological study yields a new take on city life.

The exhibition title "Hastle Whitey" is derived from a sticker included in piece of the same name. Wryly using commonplace imagery (in this case, White Castle's ubiquitous logo from the inner city), Fruin presents material that reveals the affluent class' fear of a rising black culture.

Two new bodies of work continue Fruin's exploration of the city and its people:

Large metal sculptures dominate the space. Presented on a platter for our scrutiny, structures so common they are almost forgotten. Tom reverses the role. We examine them. These forms are uniquely human yet strangely unfamiliar. These structures reveal something about ourselves. Do we create them, or do they make us (who we are)?

As if to answer this question, Fruin has collaged dense crowd scenes comprised of advertisements and graffiti stickers found throughout the city. Each image a stand-in for a person or an idea screaming for attention and asserting one's individuality in the struggle for importance.

Galerie Bertrand & Gruner
16 rue du Simplon
1207 Geneva - Switzerland
Tuesday - Friday: 15h - 19h
Saturday: 14h - 18h
(and by appointment)

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