

ON THINGS ORDINARY

Text by Marie Laurberg, curator at ARKEN Museum of Modern Art

Jakob Hunosøe employs the photograph as an instrument uncovering new meanings in our immediate surroundings. Using simple artifices, he adds a poetic and humorous dimension to our everyday surroundings. Presenting approximately thirty new works created especially for the exhibition, "On Things Ordinary" is launched at Peter Lav Gallery on Friday 15 January.

Two identical wash hand basins with identical objects reflect their blue colours in each other. A volleyball seems to be floating weightlessly above the floor. Green feathers fall from the sky. Everyday life is the focal point of Hunosøe's photographs, though the reality they portray is full of extraordinary effects. Ordinary objects, such as chairs, discloths, bookshelves, kitchen utensils, bathroom interiors, rackets and tools, appear in unexpected and surprising constellations.

Rather than objectively exposing the surroundings, Hunosøe uses the photograph as a means of rewriting reality. With simple artifices such as reflections, additions and unexpected combinations, he adds a poetic, surreal dimension to his motifs. The photograph becomes an instrument enabling us to look at the world with different eyes and to uncover new meanings in our immediate surroundings.

Each photograph is based on a clear idea explained in prosaic titles such as "2 x 2 meters of garage objects" or "Mirrored glass of water, coins and used napkin on table." The intention of the stagings is neither to seduce nor to convince the viewers, seeing that the titles expose the often simple artifices on which each picture is based. Hunosøe's pictures can be seen as one long series of attempts. The "pseudoscientific" attempts are not meant to lead to a certain result; rather, they are created in their own right.

The approach are deliberately unsystematic and playful, the stagings often resulting in surprising poetic effects; in the work "Rooftop view seen through fishing thread," for example, in which coloured grid of fishing line settles on a blurred view, creating elegant play between depth effects and surface structure. In the work, "Office supply transform the room into a graphic pattern," and in the picture, "Red, yellow and blue ink sprayed on snow," the painted powder snow illuminates a winter landscape with bright colours.

Hunosøe represents a new generation of artists transgressing the genre conventions of art photography. His pictures combine the systematics and interest in common objects of conceptual art with poetic and imaginative humour, suggesting contemporary artists such as Austrian sculptor Erwin Wurm and Swiss art duo Fischli & Weiss. With his unique photographic sensibility, Hunosøe draws our attention towards to the extraordinary potential latent in our ordinary surroundings.

Born in 1975 in Denmark, Jakob Hunosøe lives and works in Copenhagen. He graduated from the Royal Danish Academy of Fine Arts in 2004. The exhibition presents approximately thirty new works and is his third solo exhibition at Peter Lav Gallery.