



JOSH SHADDOCK

It goes without saying.

March 31- April 28, 2007

Opening Saturday, March 31 5-8 PM

Small A Projects is pleased to announce *It goes without saying.*, a solo exhibition of new work by Josh Shaddock. Shaddock is a New York based artist whose works engage with language, signs, and everyday objects and phenomena. Much of his work takes a simple idea or phrase and attempts to reveal the absurdity, humor, or pathos therein.

"I'm more interested in the mortar than the bricks" – Jerry Seinfeld

"...a minute form (a word, a gesture, even incidental, so long as it is noticed) can serve as signifier to a concept filled with a very rich history." – Roland Barthes

The notion that the details of everyday life - quiet, small, almost unnoticed – can be used as fulcrums to leverage broader critiques of a culture or society, is a central belief of comedians and Structuralists alike. Much of Shaddock's work operates from this perspective and aspires to similar humorous and analytical qualities.

The works in the exhibition include video, photographs, text pieces, and sculpture, as well as one painting. The painting consists of three monochrome panels. The words that refer to the panels' colors, *Orange, Purple, and Silver*, are three of a handful of words in the English language that have no rhyme. The colors were selected not for their formal qualities, but for their names. Moreover, these names were chosen not for their meanings, but for their formal (aural) qualities. The rejection of the words' meanings through an emphasis on their form is rendered here in a mode of painting historically associated with the rejection of meaning in favor of form. In this work, like many of those in the exhibition, meaning, or the process through which the viewer reads a work and generates meaning, has been misdirected. In this way, Shaddock's work also articulates the sense of frustration one often experiences when confronted with a puzzling work of art.

The work from which the show takes its title, *It goes without saying.*, is simply this phrase printed on a small sheet of paper. In omitting whatever it is that goes without saying, the phrase delivers on its own claim. Of course, this phrase never means what it says, but only indicates that the reader is expected to agree or understand. The undermining of this phrase through its own logic is funny . . . but it also reveals its rhetorical role. Without the support of the accepted idea or conclusion it serves to reinforce, the phrase loses its power. Those things that go without saying are a central concern of Shaddock's practice.

Shaddock's work has been exhibited in group exhibitions at White Columns, New York, Galeria Pedro Cera in Lisbon, and at the CCA Wattis Institute in San Francisco. This is his first solo exhibition at Small A Projects.

Please contact the gallery for more information or images.