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• FOR IMMEDIATE RELEASE •
SUBLIMINAL PROJECTS Presents

How To Blow Yourself Up

New Works by WK Interact

November 7 - December 5, 2009

Opening Reception: Saturday, November 7, 8 p.m. - 11 p.m.

(Los Angeles, CA - September 9, 2009) - In *How to Blow Yourself Up*, opening November 7th at Subliminal Projects gallery, WK Interact twists and inverts the fatalism of end-of-the-world prophecies, turning destruction into a matter of free will. "If you believe the world will end in 2012 and you can't do anything about it, maybe it's better to blow yourself up when you feel like it," says WK. To that end, he has turned objects of control and personal movement—skateboards and bicycles, as well as three-dimensional panels—into instruments of self-destruction, equipped with what appear to be pipe bombs and other menacing apparatuses.

In character with his oeuvre, WK captures the nonstop motion—both physical and psychic—of urbanism. In the past, he has used that kinetic graphic style to convey explosiveness, but in *How to Blow Yourself Up* he creates installations that burst with dimension and color. The glowing shades in his palette, however, are clearly not intended to brighten or beautify but to alert and alarm, grabbing attention the way a safety hazard sign would.

As always, WK's work has a tactile quality, in keeping with his name. While the interactivity of his street art stems from its incorporation into its surroundings, his gallery pieces stretch toward the viewer as if to say "I'll reach out and touch you if you reach out and touch me." The scale of his fine art pieces also contributes to their intimacy. On the streets, his images stretch towards infinity with only sky above; indoors, there are ceilings and corners and other confines to navigate, forcing him to work smaller. Says WK, "The more I reduce it, the more it becomes like a toy, something people will want to grab and move around."

If *How to Blow Yourself Up* seems like a sharp divergence from WK's street art, it is because the artist places so much emphasis on vesting context into his work. When he uses a patch of city as his medium, he first spends time investigating the location and contemplating its dynamic before assimilating his work into it. By contrast, when he is given blank gallery walls to work with, the combined effect of his pieces is akin to a cocoon – a self-contained environment.

"Artists appropriate their surroundings," says WK, who was born in France but has lived in New York for over 15 years. "Van Gogh had the peasants who lived in his village and the flowers in the garden outside the mental hospital where he stayed. For me, it's New York and everything about it that surrounds me – the nonstop energy, the movement, the grit, the noise. People love to put stories on top of art, to make it about something grand, but it's very simple. It's about an artist and a place."

About Subliminal Projects

SUBLIMINAL PROJECTS is a multifunctional gallery space promoting diverse forms of art while providing a forum for contemporary dialogue. SUBLIMINAL was originally created by Shepard Fairey and Blaze Blouin as an artist collective in 1995. The group played an integral part in introducing skateboarding culture and design to the art world, showcasing artists such as Phil Frost, Thomas Campbell, Mike Mills, Dave Aaron, and Mark Gonzales. Shepard and Amanda Fairey continued to host and curate exhibitions that have featured artists such as Ryan McGinness, HunterGatherer, David Ellis, Doze Green, Aesthetic Apparatus, Space Invader, Jim Houser and Andrew Jeffery Wright. In 2003, the SUBLIMINAL PROJECTS gallery was officially opened in the Los Angeles offices of Studio Number One. The scope of the gallery remained true to its roots while embracing new forms of graphic art, illustration, photography and time-based media. Now located in the historic Los Angeles neighborhood of Echo Park, Subliminal Projects continues to offer a platform for artistic exploration and innovation. The 2008 schedule includes art exhibitions by established and emerging artists, as well as a lecture series, workshops and artist publications.

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