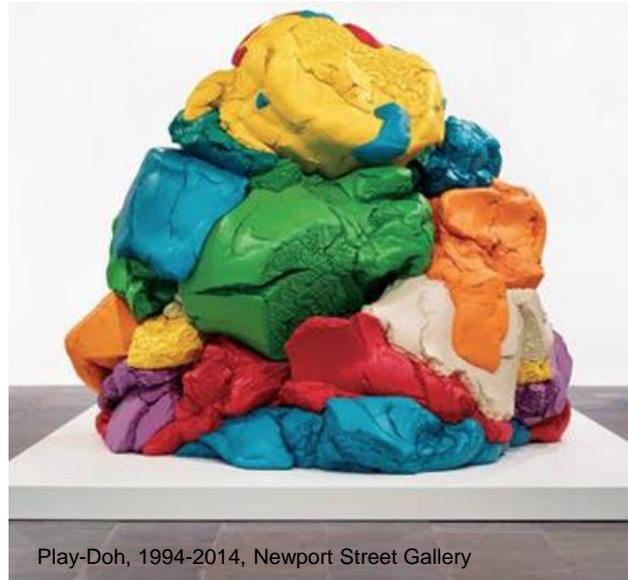




CROWDSOURCED ART GUIDE

Jeff Koons: NOW

The 1st
crowdsourced guide
from art contributors
is up!



Play-Doh, 1994-2014, Newport Street Gallery



Snorkel Vest/Snorkel (dakor), 1985, Newport Street Gallery

Newport Street Gallery

Newport St,
London SE11 6AJ

18 MAY-16 OCT 2016

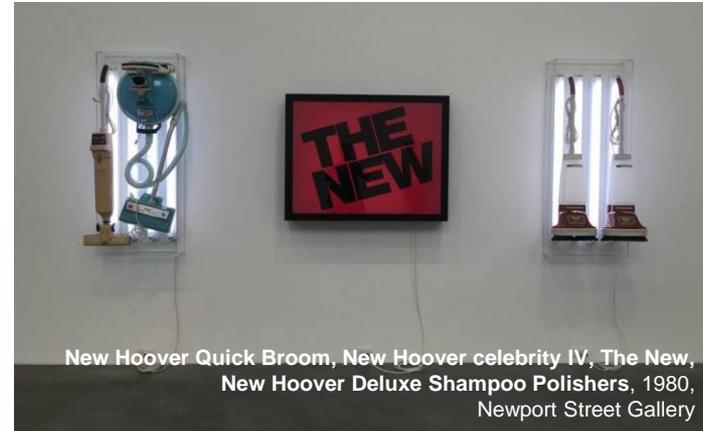
#JoinUntitled



The illusory Elephant, 2003, Newport Street Gallery



GALLERY 1



- [John Joseph Doyle Bingham](#) - 48 points

Created in the 1980s, 'The New' captures the very essence of 'newness' with its glass-cased branded vacuums that were idealised and longed for by homeowners in the modern-day American suburbia. "The new" were the **perfect contemporary alters of American suburban culture**, or trophy-like self portraits of an American childhood dream" (Jeff Koons)

- [Maria Anna Cynkier](#) - 12 points

As a young artist, Koons worked at the Museum of Modern Art in New York, where he was **selling memberships to the visitors**. Wandering around the museum, he encountered works of Marcel Duchamp and Man Ray, which fascinated him. Apart from interest in the collection itself, he was intrigued by the way it was displayed. Combining those two source of inspiration, he created a series "The New", which featured household objects (hoovers, kettles, toasters etc.) hanging in front of tubes of electric fluorescent lights. It explores the **relationship between the domestic and public spheres with advertisement**.



GALLERY 1

- [Jörg Reckhenrich](#) - 24 points

Changing an advertising as piece of art.

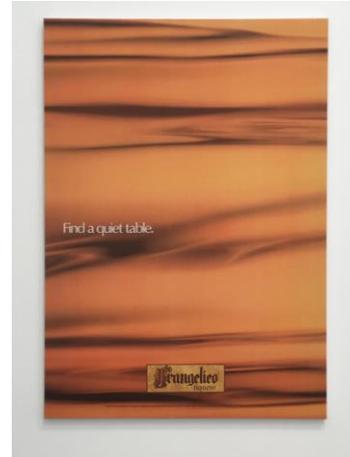
There is another reference in art history, like [James Rosenquist](#).

- [Ulrich Blanche](#) - 48 points

Meticulous painted hyperrealist rendering copy of actual US Frangelico liquor ad of the time, first time Koons addressed advertising directly. **The title is the slogan on the ad**, words onto a flow of golden-toned liquid /liqueur. A nearly abstract ad, aiming at the middle class who would like to be upper class, **suggesting affluence and sex** (a quiet table for a man and a woman in an expensive restaurant to eat and drink alcohol to have sex afterwards). **The pendant is Stay in tonight, also by Frangelico, also based on a Frangelico ad from the same series**, here the sex is suggested more clearly <http://www.jeffkoons.com/artwork/luxury-degradation/stay-tonight>

- [Julien Gardair](#) - 36 points

I wonder though if this series from Koons is not more directly related to something that was happening in New York right at that time. Here, Koons doesn't use the add as a reference to create a painting but appropriate it, **changing his context and questioning its authorship**. In 1977 at Artists Space in NY, the show Pictures, curated by Douglas Eklund, put together artists like Richard Prince, Louise Lawler, Barbara Kruger or Sherrie Levine... **who were directly appropriating images from the medias**. They were then be the Pictures Generations. Some earlier influencer such as Baldessari and McCollum were also part of the show. I think the young Jeff, then 22, and freshly arrived to New York, has been directly influenced by that which was at the core of the discussion in New York at that time and the years around.



Find a Quiet Table, 1
986, Newport Street Gallery



GALLERY 1



Snorkel Vest/Snorkel (dakor), 1985,
Newport Street Gallery

Jörg Reckhenrich - 24 points

It is an early work from the series equilibrium. It has a **kind of transformational aspect**. The object itself is a **swimming vest casted in bronze**. So wearing that would **drag you down immediately**.

Miriam Ambatlle Manciet - 12points

The artist **changes dramatically the core function of the object, reversing its purpose** (saving lives) and transforming it into a deadly weapon. The whole series show a rather unusual, **much darker and pessimistic side of Koons**.



GALLERY 4



Jim Beam - J.B. Turner
Engine/Baggage Car/Observation
Car/Box Car/Caboose, 1986,
Newport Street Gallery

[Nivedita Poddar](#) – 12 points

J.B. Turner Train was created after Koons saw a **collectible decanter made of china and plastic in a shop window** and it stretches 9 and a half feet long.



GALLERY 4

Kiepenkerl, 1987,
Newport Street Gallery



Kiepenkerl, Muenster



[Michael Bouhanna](#) – 18 points

Kiepenkerl means a **travelling merchant**. It is a person from the countryside who buys products from the countryside to sell it in the city. He has in his bag bread and eggs.

This Jeff Koons statue is an **exact replica of this particular statue**. During the WW2, Munster in Germany was destroyed, but this statue stayed intact. (right image). Unfortunately after a second attack **the sculpture has been destroyed but immediately replaced by a replica**. Jeff Koons applies the same process of replicating, and adds this **appearance of a luxury good**.

[Jörg Reckhenrich](#) - 24 points

That was shown in my Hometown Münster. I still remember the big fight of the audience. **Modernization of an traditional icon in Münster**, oh oh. But people still remember it.



GALLERY 4



[John Joseph Doyle Bingham](#) - 48 points

These are real **Nike advertisements**. Koons placed them in frames.

[Jörg Reckhenrich](#) - 24 points

Koons came up with a nice revival of **Marcel Duchamp ready made idea**. Bold and cool statement paying with art history.



GALLERY 4



Sir Sid, 1985,
Newport Street Gallery

Nivedita Poddar - 12points

Koons is referring to what is commonly known as the **'American dream'** in this artwork where the basketball player - basketball being one of the most popular sports in America - is trying to **deceive the viewer that he too can achieve this unattainable state.**

Miriam Ambatlle Manciet – 12 points

The title references the nickname of the portrayed basketball player, **Sidney Moncrief**. Apparently, Koons **deeply loved glossy sports posters, including this Nike one.** This work is another example of **his tendency to appropriate pop culture icons.**

Ulrich Blanché – 48 points

Closely connected to other appropriated **NIKE ads from the EQUILIBRIUM series**, especially <http://www.jeffkoons.com/artwork/equilibrium/moses> and <http://www.jeffkoons.com/artwork/equilibrium/dr-dunkenstein>

GALLERY 5



Girl with Dolphin and Monkey, 2009,
Newport Street Gallery

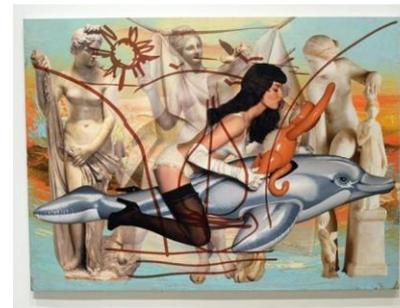
John Joseph Doyle Bingham – 48 points

The image is **put together and layered on a computer**, the painting is then made by the artists in Koons' studio, who zoom in on parts of the image, **just like a collage**.

Michael Bouhanna - 18points



The model is **Gretchen Moll** as Bettie Page by Jeff Koons for NY Times Magazine.



Jeff Koons used this photograph for other works from this series: **Antiquity 3, 2009-11**

GALLERY 5



Girl with Dolphin and Monkey, 2009,
Newport Street Gallery

Ulrich Blanche - 48 points

Referring to a **fable** by **Aesop**:

"A SAILOR, bound on a long voyage, took with him a Monkey to amuse him while on shipboard. As he sailed off the coast of Greece, a violent tempest arose in which the ship was wrecked and he, his Monkey, and all the crew were obliged to swim for their lives. A Dolphin saw the Monkey contending with the waves, and supposing him to be a man (whom he is always said to befriend), came and placed himself under him, to convey him on his back in safety to the shore. When the Dolphin arrived with his burden in sight of land not far from Athens, he asked the Monkey if he were an Athenian. The latter replied that he was, and that he was descended from one of the most noble families in that city. The Dolphin then inquired if he knew the Piraeus (the famous harbor of Athens). Supposing that a man was meant, the Monkey answered that he knew him very well and that he was an intimate friend. The Dolphin, indignant at these falsehoods, dipped the Monkey under the water and drowned him."

Part of Hulk Elvis series, like Hulk the **monkey is close to human**, referring to a human or to human nature, or single features of any human, very self referential work connected to a lot of Koons' other works of the same series and others, the inflatables.

The double hulk Elvis in the background of the painting connects it to the series name and refers to Warhols Double Elvis of 1963 who shows **Elvis in a similar pose, pulling a colt. The original German promo postcard Warhol used shows Elvis** in Flaming Star, a Western from 1960. So Warhol used **a photo of something ultimately contemporary current**, Koons an old retro comic hero (Hulk, 1962), invented in the year before Warhol's Elvis (1963). Koons shows a Hulk who **seems to be light but is made of steel**, who seems to **be big and aggressive but who is a toy made to play in the water**.

GALLERY 5



Sling Hook, 2007-2009,
Newport Street Gallery

Ulrich Blanché - 48 points

Alluding to adult sexual fantasies and fetish plays by hanging the naive toy from red chains. **Durability vs. fragility, art is eternal, life and children's toys are not.**

Julien Gardair - 36 points

Maybe it would be a good piece to talk about how **Koons has been influenced by Dali and surrealism.**

<http://www.tate.org.uk/.../dali-lobster-telephone-t03257>

GALLERY 5



Seal Walrus (Chairs), 2003-2009,
Newport Street Gallery

[John Joseph Doyle Bingham](#) - 48 points

Having always been interested in the display and touch of artworks due to his time helping in **his father's home decor and furniture shop**, Koons created works that **focused on tactility**.

[Ulrich Blanché](#) - 48 points

For [Bruce Nauman](#) (whom Hirst likes) a chair **represents** often a human, often **the artist thinking in his studio**.

Carefree play, summer, **sitting outside**, ironic **glorification of mass consumer objects**, lightness meets steel, pop meets art.

GALLERY 5



The illusory Elephant, 2003,
Newport Street Gallery

[John Joseph Doyle Bingham](#) - 48 points

The illusory Elephant, is one of **Damien's** favorite 'inflatables'. He has had it on the desk in his office for a while and **touched it everyday!**

GALLERY 5



Play-Doh, 1994-2014,
Newport Street Gallery

[Michael Bouhanna](#) - 18 points

The material is one of the **first material used by children to create artworks!** Koons remembers his son proudly presenting him with a play-doh sculpture. **Ironically it is one of the most complex sculptures Koons ever made, 2 decades to fabricate!** Check-out this extremely interesting about this work:

<https://www.youtube.com/watch?v=PTSyKwXTxz8>

[John Joseph Doyle Bingham](#) - 48points

Play-doh took a **team of 5 people and 2 days to unpack and assemble.** It comes apart in **27 different parts** and is held together by its own weight. There are only two in existence, both with different colour ways and comes with a huge manual which shows how it fits together.

GALLERY 5



Building blocks, 1996 - 2009,,
Newport Street Gallery

Julien Gardair – 36 points

I believe the painting plays **with abstraction and representation**. The flat hard edge forms of the background reference modern painting while the same object, put as a flooring in perspective become a reference to early Renaissance painting. **The lego blocks with their highlights**, shadows and slight side view, switch the whole painting into photo-realism.

ABOUT JEFF KOONS STUDIO



[Julien Gardair](#) - 36 points

A great interview of Koons by John Waters:

→ https://www.youtube.com/watch?v=l8G_0Lapafw

About his Studio:

Jeff Koons works look like they effortlessly come out of our daily surroundings but they are **often technically challenging** engaging with **the latest technologies** and the **higher crafts**. A simple looking piece such as the basketball ball floating in a tank, required the expertise of the **Nobel Prize winner physicist Richard Feynman** in order to create the equilibrium Koons was envisioning.

In his studio in New York he **employs sometimes more than an hundred people at the same time**. The idea of an artist studio as a workshop started developing in the 16th century. Tintoretto in Venice or Rubens in Antwerp are among many others famous examples. Then, the masterful artist would teach and train his apprentices who will become painters. Koons studio is a bit different: **“I’m basically the idea person**. I’m not physically involved in the production. I don’t have the necessary abilities, so I go to the top people” he stated in an interview with Klaus Ottmann in 1986.

For his paintings for example he would hire the **best skilled young artists** coming from schools like the New York Academy of Art, one of the only schools to offer classical training in painting. In his studio, each task is strictly assigned. **Some would only mix paints** while **others would meticulously filled with these colors areas traced on the canvas**. Koons leaves nothing to chance, **he is behind every step to make sure they follow his vision**.

ABOUT DAMIEN HIRST COLLECTION



[John Joseph Doyle Bingham](#) - 48 points

Murderme is the name of **Damien's art collection**. It is a registered business and employs a head of collection and around 5 assistants who keep track of incoming and outgoing artworks and their conditions. **Damien has around 3000 works** in his collection from artists such as Michael Joo, Paul McCarthy, Tracey Emin, Rachel Whiteread, Mat Collishaw, Picasso, Dan Colen, Sarah Lucas etc etc. He also has a great collection of works relating to skulls, including drawings, paintings, skulls and etchings.



UNTITLED CONTRIBUTORS

Our contributors driven by the passion of art **share their knowledge** to make you understand the artworks using an **accessible approach**.

[Ulrich Blanché](#)

Assistant professor
at Heidelberg University,
Department of Art History,
Heidelberg, Germany



54 points

In 2011, Ulrich Blanché did his PhD in art history. German dissertation "Konsumkunst - Kultur & Kommerz bei Banksy & Damien Hirst" (2012), in English "Banksy Urban Art in a Material World" [Part 1], Tectum, 2016). Master in communication in Sydney (2006), M.A. in Theatre & Media Sciences in (2008).

[John Joseph Doyle Bingham](#)

Gallery Assistant
at Newport Street Gallery,
London, UK



48 points

John Joseph Doyle Bingham has studied at City & Guilds of London Art School, Wimbledon College of Art and Camberwell College of Arts where he completed his degree in Drawing. He's worked for Paradise Row Gallery, Blain|Southern and Newport Street Gallery in London and runs an online art business dealing with newly graduated artists.



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[Julien Gardair](#)

Visual artist,
New York, USA



48 points

Julien Gardair is a New York based French visual artist. He cuts, expands and articulates materials, contents or images through monumental site specific installations and studio works. He likes creating more with less, free interpretation and complexity. He has been shown consistently around the US and Europe.



[Jörg Reckhenrich](#)

Artist and founder
of Art-Thinking Consulting,
Berlin, Germany



24 points

Jörg Reckhenrich was named as one of the 'Top 25 Management Thinkers of the year' by the management journal 'Business Strategy Review' in 2009. For more than 15 years Jörg has worked for international organisations and has developed the concept of "Creative Leadership", which introduces the creative principles of fine arts into the corporate field.





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[Michael Bouhanna](#)



18 points

**Modern and Contemporary Art
Specialist, London, UK**

Originally from Paris, Michael Bouhanna studied History of Art and specialised his expertise in Modern and Contemporary Art in London. From 2013 he works at Karsten greve in Paris, then at Sotheby's in Hong Kong and London. His passion for contemporary art led him to this project Untitled that will help people to understand and demystify Contemporary Art.



[Nivedita Poddar](#)



12 points

**Modern and Contemporary Art
Specialist, Calcutta, India**

Nivedita Poddar is from Calcutta, India and is currently working with Gurr Johns on a project in India. She completed her Masters in Modern and Contemporary Art from Christies Education. She is passionate about Modern and Contemporary Art and is specially interested in South Asian Modern and Contemporary Art, and is happy to share her passion with others via this new project, Untitled.





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[Maria Anna Cynkier](#)



History of Art Student,
London, UK

12 points

Originally from Poland, Maria Anna Cynkier is a history of art student at the University of Glasgow. A recent alumnus of Fine and Decorative Art from Renaissance to Modern at Christie's Education in London, Maria is a self-proclaimed contemporary art enthusiast. In her free time she travels and writes for the Culture Trip. Apart from that she enjoys writing about herself in third person.



[Miriam Ambatlle Manciet](#)



**Modern and Contemporary Art
Historian,** Andorra

12 points

Miriam Ambatlle Manciet is an art historian specialised in contemporary prints. She received her BA and Masters from the Sorbonne in Paris before getting a Masters in Contemporary Art and Art Practice at Christie's Education in London. In addition to working as a gallery assistant at Galerie Michèle Broutta in Paris, she has also interned at the Bibliothèque Nationale de France's prints department and UNESCO's Works of Art section. She recently co-created the curators collective Crux and has been appointed curator of the Andorran pavilion at the 57th Venice Biennale. She currently resides in Andorra.



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