

"Kitsch is deceptive."- Clement Greenberg

Laleh June Galerie is very pleased to present a new solo exhibition by Marc Rembold.

The objectivity of taste is central's to Marc Rembold's "Pop & Kitsch" through July 29, 2011, at Laleh June Galerie, Basel.

Marc Rembold commented : *"What is good what is bad taste? Et où sont les limites entre le bon goût et le mauvais goût? Où est l'objectivité dans tout ça; le bon et le mauvais goût? ... C'est ça qui m'intéresse ... parce qu'il y en pas de définition... Qu'est ce high et low art après Clement Greenberg? This is the question"* The concept of taste in the 20th Century was often conflated with the notion of personal preference.

Clement Greenberg in the 1980s held fast to Kant and objectivity of taste : *"WELL TASTE! TASTE is a word that became compromised during the 19th century. It was in good standing in the 18th, when a philosopher like Kant, and English philosophers of aesthetics took for granted that that's the faculty you exerted in experiencing art and experiencing anything aesthetically...One of the afflictions of art and of taste is the untruth you may tell yourself about the operations of your taste, or let's say, the results of your taste and the untruth you may tell to others"*- Clement Greenberg

"Pop & Kitsch" centered on the Rembold's new piece : "POP", 2011 from his serie Glamour (1980s-ongoing). Central in Marc Rembold's serie Glamour is use of kitsch, is the tension between the ersatz and the real. Yet as Clement Greenberg argued in the 1930s, *"the pre-condition of kitsch, without which it would be impossible, is the availability close at hand of a fully matured cultural tradition, from which kitsch borrows"*- a paradox of which Rembold is fully aware. Rembold states the tension between high and low culture in his work as being a direct result of his early teenage experiences. Television and movies, and later in 1980s & 1990s of his personal preference with kitsch and taste and his experiences in fashion design, mass marketing, commercials and music.

Rembold's relationship to Glamour is unique. In his "Glamour" Marc Rembold uses his "Light in Colour" changing colour and spectral colours experiences with glitt and its pop elements. He uses glitter; a popular product a very mass material (but also : a high and raw material : in fashion, design, or car industry - luxury) to fantastic ends.

Marc Rembold was born in 1963 in Zurich, lives and works in Basel, Switzerland.

For further information, please contact Laleh at Laleh June Galerie.

Marc REMBOLD

Pop & Kitsch

June 9 – July 29, 2011

**The Opening Reception will be on Thursday, June 9, 2011 from 7 to 9 p.m.
You are cordially invited to meet with the artist.**



MARC REMBOLD Serie Glamour *Love You Too*, 2010 -2011, 161 x 115 x 5.5 cm / unique

Courtesy of the artist and Laleh June Galerie