



Light Bulb Magic

Susanne Hofer

On View June 13 – July 27, 2014

Friday – Sunday 1 – 6 pm

Or by Appointment

Fresh Window is pleased to present the first US solo exhibition of the Swiss artist Susanne Hofer. *Light Bulb Magic* exhibits Hofer's light-infused works throughout the gallery, including video installations, projections, videos and stop motion features, thereby allowing glimpses into both inner and outer borough settings. With Hofer's work new, supposedly impossible experiences of emotions come to light, while she combines the uncanny with joy and laughter through the use of everyday objects.

Upon entering the gallery the visitor is greeted with of large lightly lit pile, mess of "stuff" such as boxes, wrapping material, tools, cleaning products and other materials common in the back rooms of galleries. After a glance to the opposing wall it becomes clear, that the disorderly setting on the floor casts a shadow on a projected (video) scene creating an orderly, peaceful skyline with a setting sun. The work is titled "Vorstadt" (outer borough) and is rather typical to Hofer's artistic process: framing a specifically illusionistic situation while revealing the creative process and displaying it. The everyday objects piled up and, in a mess on the floor, are, for the duration of this show, freed from their daily utilitarian purposes, or their slavery of utility, and transformed from being banal objects to a marvelous skyline. It is through this liberation and "teamwork" of these everyday objects that we find the extraordinary.

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Hofer's work, "Three Pillars", is viewed through a peephole in the wall. The action of looking through a peephole combines curiosity and anxiety in many, a combination that we are constantly faced with in our everyday lives. However, looking through the peephole is extremely gratifying, as one feels like a modern day Christopher Columbus looking through a telescope finding land where it is most unlikely. The viewer sees a barge carrying three large pillars passing in front of the Queensboro Bridge. The work is calming and uplifting through this harmonious structural composition.

"Structural Survey" is a stop motion animation of a light bulb surveying an abandoned apartment. The light bulb appears to walk freely and happily, illuminating just brief aspects of the apartment on its way. Merging all these moments of light one identifies a typical New York apartment. Through the light bulb's route it leaves behind every spot of light a spot of darkness, giving the apartment an uncanny feel but hopeful for more light.

Hofer's two corner pieces are another example of her practice of exposing common structural and functional hardware of a typically non-aesthetic part of a building, basement, attic, electrical room, boiler room, etc. By giving a three dimensional effect of x-ray vision, the corner comes alive, giving a presence to an otherwise overlooked area.

Hofer has a keen eye and brings awareness to ignored and unnoticed objects and areas of our everyday life.

Susanne Hofer born 1970 in Lucerne. 1995 MA from the Hochschule für Gestaltung und Kunst, Lucerne. Numerous solo and group exhibitions such as Kunstmuseum Lucerne, Substitut Berlin, Kunstmuseum Langenthal, Helmhaus Zurich, Café Gallery London, ZKM Karlsruhe, Museum Bäregasse. Susanne Hofer lives and works in Zurich and is currently in New York for an artist residency from the City of Zurich.