MASSIMODECARLO

Gelitin

Belle de…

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MASSIMODECARLO Pièce Unique is delighted to present its first exhibition of Austrian artist collective Gelitin.

Arguably the world's most recognizable artwork, Leonardo da Vinci's Mona Lisa finds itself playfully subverted in a new series of various sizes and shapes, in plasticine, glass and other mixed media.

Despite the works' bright colors, their somewhat comical, and intentionally naif re-interpretation of Da Vinci's iconic painting leave the viewer with a sense of discomfort, opening the door to further considerations.

Firstly, by turning this unique art historical masterpiece into a series – begun in 2007 and restarted in 2020 - Gelitin face us with the reality of Walter Benjamin's seminal *The work of art in the age of mechanical reproduction:* the Mona Lisa has been seen, reproduced and copied to such an extent that even its parody is instantly recognizable, whilst still contributing to strengthening its importance and "universality". The Mona Lisa is no longer a unique, covetable work. Instead, it becomes one of many.

"*Bad artists borrow, great artists steal"* this idea, attributed to Picasso, is particularly fitting, also because Gelitin reproduced Picasso's Guernica in a similar plasticine series, questioning the limits of authorship and originality.

Furthermore, the use of plasticine immediately alludes to children's all time favourite: play-dough. Far from a "noble" art historical material, its pastiness gives the works texture and depth, making the artsits' touch clearly visible in the composition. More that paintings, Gelitin's Mona Lisa series are more akin to wall sculptures, playing with volume and three dimensions.

Bulging noses, single eyes, ball-shaped heads… the Mona Lisa is kneaded like bread as it passes through the filter of Gelitin's transformative manipulations, to emerge, cartoon-like on the other side. As if from an alternate reality, the 21st Century Mona Lisa is still as iconic, perhaps even more likeable now that she is taken down from her pedestal…

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Mardi
Gelitin
TBT, 2022, Ex. Unique
Plasticine on wood
86 × 52 cm / 33 × 20 1/3 inches

Mercredi
Gelitin
Mona Lisa, 2020, Ex. Unique
Plasticine on wood
71 × 53 × 20 cm / 28 × 20 5/6 × 7 7/8 inches

Jeudi
Gelitin
TBT, 2022, Ex.
Plasticine on wood
66 × 50 cm / 26 × 19 2/3 inches

Vendredi
Gelitin
TBT, 2022, Ex. Unique
Plasticine on wood
64 × 41 cm / 25 1/5 × 16 1/7 inches

Samedi
Gelitin
Mona Lisa, 2022, Ex. Unique
Plasticine on wood
81 × 54 × 7.5 cm / 31 5/6 × 21 1/4 × 3 inches

Gelitin is an artist collective composed of Wolfgang Gantner, Ali Janka, Florian Reither and Tobias Urban.

They met in 1978 and began to increasingly work together in the coming years, actively exhibiting as a partnership in 1993. They live and work in Vienna.

Solo exhibitions include: Tiroler Landesmuseen, Innsbruck (2021), Interactive Genital Society Perfomrance, Grey Area, San Francisco (2020), Gelitin. Stinnking Dawn, Kunsthalle Wien Museumsquartier, Wien (2019), Pokalypsea – Apokalypse – Okalypseap, Fondazione Prada, Milan (2017), The Guild of Giving, Cabaret Voltaire, Manifesta 11, Zurich (2016), Schlupfloch Dussilismus, Gelatin und die Deutschen Riesen, Kunstlerverein Malkasten, Dusseldorf (2016), Karaoke Machine, Donaufestival, Krems (2016); Human Elevator, Parallel Vienna, Alte Post, Wien (2016); Cave Show, Ciales, Puerto Rico (2014); Die Tusovka Runde, Solyanka VPA, Moscow, RUS (2014); Loch, 21er Haus, Museum of Contemporary Art, Vienna (2013); Stop - Anna Ly Sing, Schinkel Pavillon, Berlin, D (2013) ; Ritratto Analitico (performance), Fondazione Nicola Trussardi, Milano, I (2013); Gelatin Pavilion - Some Like It Hot, 54th Venice Biennale,Venice, I (2011); All or the Just, Teatro Regio, Turin, I (2009); La Louvre Paris, Musée d'Art Moderne de la Ville de Paris, Paris (2008); Percutaneos Delight (sexy summer evenings), P.S.1 Contemporary Art Center, New York (1999). Gelitin have exhibitied in group shows in prominent institutions such as: the Malmo¨ Konsthall in Malmo¨, the Arsenale in Venice, the Hayward Gallery in London, the Centre Pompidou in Paris and the S.M.A.K in Gent. Gelitin represented Austria at the 49th Biennale of Venice.

From September 15 to 17 2022, Gelitin will present performance *Laokooon* as part of the PERFORMATIVE.02 festival at MAXXI L'Aquila, in Italy.