

Minnesota Artist Exhibition Program: Andy Messerschmidt and Mathew Zefeldt

OCTOBER 16 – DECEMBER 28, 2014

MAEP Galleries | Free admission



Mathew Zefeldt, *When You're Dead, You're Dead*, 2014,
acrylic on canvas

MINNEAPOLIS, OCTOBER 9, 2014

The Minnesota Artist Exhibition Program (MAEP) at the Minneapolis Institute of Arts (MIA) debuts two new exhibitions by Minnesota artists this fall: Andy Messerschmidt's surreal and immersive "Delta Delta Delta Force" and Mathew Zefeldt's graphic and gamelike "Repetition, Simulation, Repetition." The pair of exhibitions will be on view at the MIA October 16 through December 28, 2014.

Messerschmidt is an artist, occultist, and collector of holiday ephemera. He is fascinated by the visual culture of mystical ceremonies he finds inscribed on decorative ornaments and sacred architecture.

"Delta Delta Delta Force" features collages of paintings, hundreds of feet of old holiday wrapping paper, and salvaged Christmas tree skirts. Obscure religious iconography is layered throughout the exhibition. The riot of patterning and appropriated symbolism creates a loud but composed visual noise

based on the principle that one can come to find the divine in the dross of decoration. The gallery will be lit with a deep red glow, and a low delta wave hum will emphasize Messerschmidt's free-associative imagery.

In "Repetition, Simulation, Repetition," Mathew Zefeldt plunges viewers into a simulated environment. His most recent brightly colored, hand-painted acrylic paintings include 16-bit graphics and textures appropriated directly from classic video games that many will remember playing as teenagers, such as *DOOM*, *Super Mario Brothers*, and *Castle Wolfenstein*.

The exhibition informs both a real and virtual investigation of mortality and individuality. One painting, "When You're Dead, You're Dead", features a pixelated graphic of a hero's face against a repeating brick background with cartoons of viscous Day-Glo paint. The hero's direct gaze at the center of the composition is framed by the traditional *momento mori* motif of the

human skull. Zefeldt opposes representations of a singular life with virtual forms of lives and deaths that end then start over again and again.

The gallery walls of “Repetition, Simulation, Repetition” are covered floor to ceiling with sheets of 16-bit brick vinyl wallpaper which, when set behind the paintings, produce a hypnotic visual field reminiscent of video game environments.

Related events include:

Exhibition Opening Reception
Thursday, October 16, 7–9 p.m.
MAEP Galleries
Free admission

Artist Talks with Mathew Zefeldt & Andy Messerschmidt
Thursday, November 20, 7–9 p.m.
MAEP Galleries
Free admission

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ABOUT THE MINNESOTA ARTISTS EXHIBITION PROGRAM

The Minnesota Artists Exhibition Program (MAEP) is a curatorial program of the Minneapolis Institute of Arts (MIA) dedicated to exhibiting and supporting artists living and working in the state of Minnesota. Generous support for MAEP is provided by The McKnight Foundation and Jerome Foundation.

ABOUT THE MINNEAPOLIS INSTITUTE OF ARTS

Home to over 87,000 works of art representing 5,000 years of world history, the Minneapolis Institute of Arts (MIA) inspires wonder, spurs creativity, and nourishes the imagination. With extraordinary exhibitions and one of the finest wide-ranging art collections in the country—Rembrandt to van Gogh, Monet to Matisse, Asian to African—the MIA links the past to the present, enables global conversations, and offers an exceptional setting for inspiration.

General admission to the MIA is always free. Some special exhibitions have a nominal admission fee.

Museum hours: Sunday, 11 a.m.–5 p.m.; Tuesday, Wednesday, Friday, and Saturday, 10 a.m.–5 p.m.; Thursday, 10 a.m.–9 p.m.; Monday closed. For more information, call (612) 870-3000 or visit artsmia.org.