

Andreas Hochuli
*The Year of the
Babyshit Brown SUV*
11 MAR – 14 MAY 2023

For over a decade Andreas Hochuli has been producing paintings with a frontal aesthetic made out of solid blocks of colour. Using the basic functionalities of a piece of graphic design software, he composes digital sketches out of the fertile breeding ground of contemporary visual culture. These are then printed as fragments and cut up to serve as patterns onto which he applies acrylic paint. The imperfections of craftsmanship and expressiveness of the artist's hand haunt the transformation from screen to object.

The recent images produced by the artist constitute an amateurish catalogue of the quest for better living. They explore the alternative modes of existence that populate the merry-go-round of western culture: from Lebensreform to American counterculture, from the search for political, community, sexual meaning and personal animist cosmogonies to the Eldorado of the virtual. These historical occurrences belie an insistent repetition of the utopian impulse, driving cultural renewal and the commerce of the imaginary.

With the title, *The Year of the Babysit Brown SUV*, this exhibition makes as if to define our era by drawing on an analysis of cultural markers. But the desire for meaning expressed here, and by extension by art as symptomatic of our times, forms a utopia in itself. In the wake of the long trail of landmark decades, this utopia finds itself scattered over the dreamt surfaces of the paintings.

Just as with the attempt to shape time into eras, the exhibition aims to create meaning out of space by complying with the conventions of hanging areas. However the cultivation of these territories does not converge into a single interpretative horizon. Signifiers are presented as detached, ambivalent, and feeding the need for belief and identification. Tales, folklore and science-fiction make up their framework. The death of an animal, the discovery of fire, the monumentality of idols and extra-terrestrial power constitute charged content in which myth and the future merge once again.

In the exhibition, Hochuli's painting is presented in a form of stylistic syncretism. Didacticism and the decorative flatten all hierarchy of taste. The geometric abstraction that fashions the exhibition ambiance nevertheless retains a certain exceptionalism, the original representation of the impact of communication, of the graphical inculcation of visual culture. It embodies the modern moment as one in which contentless images vibrate simultaneously in the mind and the commons: pure sensations, synaesthesia, hypnosis, the condition that creates a blank slate on which illustration, pop culture, new portraiture and landscapes can be drawn.

A dilettante researcher, Hochuli composes his paintings as a sort of reflection of desire projected into chaos. In the exhibition, theory or the critical approach, meant as the construction of links between technologies, emancipation and the social unconscious seem to be digested in the images. Hochuli's tone and style is coloured by an unknown knowledge matured over time, a way out shaped by idleness.

Andreas Hochuli (*1982, Zürich) is a Swiss painter living in Genoa. He holds a Bachelor's degree in Visual Arts from the ECAL, Lausanne. He studied Art History, Philosophy and Literature at the University of Lausanne. He is a double winner of the Swiss Art Awards, in 2014 with his painting work and in 2021 with *L'Acte Pur* (in duo with artist Tristan Lavoyer). Among his recent exhibitions, *INFORMATION AND DRINKS* at Guts, Berlin (2022); *Un vendredi à la campagne. Les champs de blé s'étendaient à l'infini*, at Silicon Malley, Lausanne (2019); *Chaleur et sommeil* at the Centre d'Art Contemporain de Genève (2017); *Et ma maman m'a dit* with Tristan Lavoyer at Circuit, Lausanne (2016); *Il frutto dentro di me* with Charlotte Herzig at Kunsthaus Langenthal (2015).

1 *1983-1990*
2023
80 × 60 cm
Acrylic on canvas

2 *Abstraction III*
2022
80 × 90 cm
Acrylic on canvas

3 *Intérieur nuit*
2023
100 × 140 cm
Acrylic on canvas

4 *Exorbitant bliss*
2022
100 × 140 cm
Acrylic on canvas

5 *Fréquences*
2022
140 × 100 cm
Acrylic on canvas

6 *Abstraction I (décor)*
2022
80 × 90 cm
Acrylic on canvas

7 *Abstraction V (forêt)*
2022
80 × 90 cm
Acrylic on canvas

8 *Obere Wesen befahlen*
(Vase)
2022
100 × 140 cm
Acrylic on canvas

9 *Abstraction II (html)*
2022
80 × 90 cm
Acrylic on canvas

10 *Verseau*
2023
80 × 90 cm
Acrylic on canvas

11 *Either/or*
2023
100 × 140 cm
Acrylic on canvas

12 *die geniessen auch den*
Untergang
2022
100 × 140 cm
Acrylic on canvas

13 *Souvenir-écran*
2020
140 × 100 cm
Acrylic on canvas
Private collection

14 *Territoire*
2022
70 × 60 cm
Acrylic on canvas

15 *Balabiott*
2022
45 × 66 cm
Acrylic on canvas

16 *Sans titre*
2016
60 × 60 cm
Acrylic on canvas

17 *Prédisantes*
2022
140 × 100 cm
Acrylic on canvas

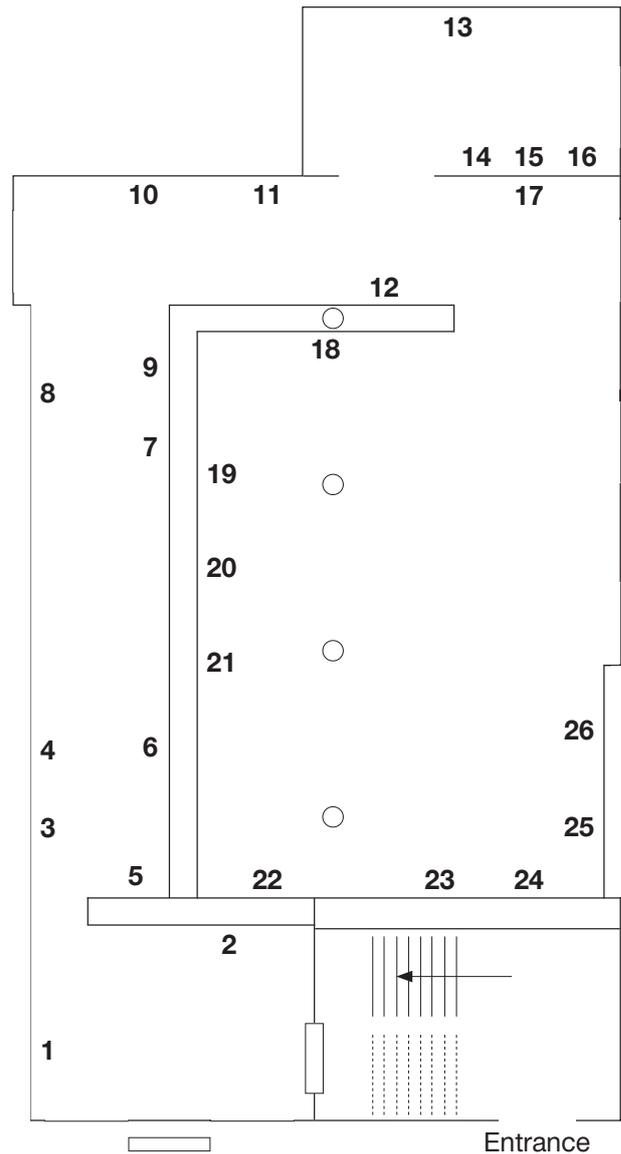
18 *Présidente (W. Gibson/
Pestalozzi)*
2021
140 × 100 cm
Acrylic on canvas

19 *Copie*
2022
100 × 140 cm
Acrylic on canvas

20 *You don't know how
young you are*
2022
100 × 150 cm

Acrylic on canvas
21 *Salades*
2023
100 × 140 cm
Acrylic on canvas

22 *Mondkalender (online)*
2023
100 × 130 cm
Acrylic on canvas



23 *Wollen sollen*
2023
80 × 90 cm
Acrylic on canvas

24 *Tripartition*
2022
80 × 90 cm
Acrylic on canvas

25 *Fluides machine/animal*
2023
80 × 90 cm
Acryl auf Leinwand

26 *Week-end*
2022
80 × 140 cm
Acrylic on canvas

Events

1 APR, 18:30 Visite commentée des Ami-e-s avec Andreas Hochuli (Fr/De)
13 MAY Museum Night : Ei Arakawa's performance at La Motta

More information on the website

Commented tours, mediation and school visits

Registration and request for information by e-mail to mediation@friart.ch or by phone 026 323 23 51
Program developed by Fanny Delarze (Kollektiv Ortie)

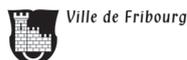
Kunsthalle Friart Fribourg

Nicolas Brulhart, Estelle Negro, Sacha Rappo, Julie Folly, Léa Depestel, Pierrick Brégeon/Eurostandard, Chi-Binh Trieu, Fabian Stücheli, Stephan Weber, Jörg Bosshard, Arunà Canevascini, Nicolas Beyeler, Flavio Da Silva, Thibault Villard, Esengo Miere, Iyla Chapuis, Rojda Mavigok, Pascale Bonin, Guillaume Baeriswyl, Anja Delz, Jack Sims, Marie Gyger, Varun Kumar, Atelier 48, TRNSTN radio, Clémence de Weck and the committee of Fri-Art, the Friends of Friart, reception staff, Conceição Silva Carvalho, Aliona Cazacu

The artist would like to thank

Anne de Pury-Gysel, Jocelyne et Damien Nélis-Clément, Antoine Reszler, Marie-Christine Gailloud-Matthieu, Catalina Ravessoud, Viktor Korol, Élise Corpataux, Federico Nicolao and all the staff at Friart, technic and office

The exhibition is supported by



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Stiftung Erna und Curt
Burgauer