









# Iridescence

It was Newton who introduced us to the visible spectrum, but our perception of colors did not stop where our sight ended. The works in this exhibition question modes of representation in relation to color, as well as explore underlying layers of history and connections between the past and the present. They investigate the role of photography and the commodification of culture in contemporary Western society. Furthermore, this field of visible and invisible enticements can also be seen as a political ground. Color which is often seen as feminine, exotic, and non-rational plays not only an important role in branding commercial goods, but ideas on color also affect our social behavior. The fetishization of difference as a tendency to turn otherness into an absolute and our ambivalent relationship toward color in general, serve as motivation for these works.

Joyce Vlaming, june 2014