

GAGOSIAN

Urs Fischer to Present *Denominator* in Special Off-Site Exhibition in Beverly Hills

Large-Scale Sculpture Uses AI Algorithms to Display Advertising Images from 1950 to Today—Drawn from Sources Ranging from TV to Social Media—on 12-Foot LED Cube

Opens July 20, Coinciding with Honor Titus's Debut Exhibition with Gagosian



Urs Fischer, *Denominator*, 2020–22, database, algorithms, and LED cube, 141 3/4 × 141 3/4 × 141 3/4 inches (360 × 360 × 360 cm), installation view, Gagosian, 555 West 24th Street, New York, 2022 © Urs Fischer. Photo: Stefan Altenburger

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This collective human experiment—public relations, marketing, advertising, whatever—leads to a complete replacement of any images we have inside us.

—Urs Fischer

BEVERLY HILLS, June 28, 2023—Gagosian is pleased to announce a special exhibition by Urs Fischer featuring his sculpture *Denominator* (2020–22). The work will be installed at 433 North Camden Drive, opposite the gallery in Beverly Hills. Viewing hours are Tuesday through Saturday, 10am to 5:30pm.

Denominator takes the form of a 12-foot cube that displays a sequence of fragments from international television commercials in a shifting composition that spans the history of the medium from 1950 to today. Through the use of AI algorithms, the commercials have been deconstructed into individual shots, which are then grouped by theme or color and displayed in layered patterns and choreographed sequences. The result is a mesmeric demonstration of broadcast advertising's capacity to penetrate human consciousness.

Along with other recent works of Fischer's such as the digital sculpture *CHAOZ #501*, *Denominator* forms part of an encyclopedic composition telling the story of humanity through the artifacts it leaves behind. Displayed on its own in Beverly Hills, the work assumes an iconic resonance, its multiple sources—from broadcast television to social media—constituting a dynamic archive of the visual models to which we now continually refer.

Urs Fischer was born in Zurich and lives and works in New York. Collections include the Museum of Modern Art, New York; Museum of Contemporary Art, Los Angeles; Fondation Carmignac, Paris; Vanhaerents Art Collection, Brussels; Kunstmuseum Basel; FRAC Provence-Alpes-Côte d'Azur, Marseille, France; Migros Museum für Gegenwartskunst, Zurich; and Museo d'arte della Svizzera Italiana, Lugano, Switzerland. Exhibitions include *Marguerite de Ponty*, New Museum, New York (2009–10); 54th Biennale di Venezia (2011); *Skinny Sunrise*, Kunsthalle Wien, Vienna (2012); *Madame Fisscher*, Palazzo Grassi, Venice (2012); Museum of Contemporary Art, Los Angeles (2013); *YES, DEST* Foundation Project Space, Slaughterhouse, Hydra, Greece (2013); *Small Axe*, Garage Museum of Contemporary Art, Moscow (2013); *Mon cher...*, Fondation Vincent Van Gogh, Arles, France (2016); *The Public & the Private*, Legion of Honor, Fine Arts Museums of San Francisco (2017); *The Lyrical and the Prosaic*, Aishti Foundation, Beirut (2019–20); *Lovers*, Museo Jumex, Mexico City (2022); and *PLAY*, Tel Aviv Museum of Art (2022).

#UrsFischer

Extended through Saturday, November 4, 2023

URS FISCHER

Denominator

Opening reception: Thursday, July 20, 6–8pm

July 20–September 16, 2023

433 North Camden Drive, Beverly Hills

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