



AVAILABLE ONLINE FOR FREE

February 26th

Advanced Minority, Vienna

AVAILABLE ONLINE FOR FREE is the first solo show of Graffiti Research Lab co-founder Evan Roth. This exhibition contains new as well as past projects including prints from the latest Jay-Z video and work that is in the permanent collection of the MoMA NYC. Humor, activism, hip-hop and technology are frequent themes that carry across multiple media, including custom software, lasers, prints and canvases. The title of the exhibition, AVAILABLE ONLINE FOR FREE, references the friction between the artist's interest in utilizing the web as a medium for freely sharing content and ideas and the art world's interest in unique objects and limited editions. While many of the works created for the gallery are indeed unique, they are also made available for free online in their digital form.

A prominent strain of Roth's work explores the intersection of digital technology and modern graffiti. Perhaps the most well known is *Laser Tag*, a collaborative project created as part of the Graffiti Research Lab that has been featured at the Tate Modern, the Sundance Film Festival and Ars Electronica and is currently on display at the MoMA NYC. Roth's predecessor project, *Graffiti Analysis*, is an interactive installation that allows visitors to digitally explore the three-dimensional animated tags of New York City graffiti writers. The project, created in 2004, is one of the first examples of digital technology used within the graffiti writing community and sets the stage for what would later become the Graffiti Research Lab. Roth's work in graffiti has taken him all over the world, has received over 1 million Youtube views and has been featured in the New York Times, Esquire, Rolling Stone and TIME magazine.

The exhibition includes previously unreleased hidden video documentation from airport security checkpoints in Paris, Hong Kong, Bangkok and New York City. *T.S.A. Communication*, a project which received a Rhizome 2009 commission, is an ongoing effort in which Roth turns systems of control into modes of communication by traveling through airline security with messages such as “NOTHING TO SEE HERE” cut into stainless steel plates and contained within his carry-on luggage.

Roth also explores elements of hip-hop's past and present as viewed through the eyes of data visualization. In *Explicit Content Only*, a version of Easy E's classic gangsta rap album, *Eazy Duz It*, plays on a turntable with everything removed except for the “explicit content”. The lyrics to N.W.A.'s *Fuck Tha Police* hang on the wall with all of the curse words highlighted in yellow. Video and prints represent Roth's *Typographic Illustration* treatment for Jay-Z's most recent release, *Brooklyn Go Hard*. The *Typographic Illustration – Brooklyn Go Hard* video, procured by RED(WIRE), is the first rap video released freely and openly with source code.

While seemingly disparate in subject matter and media, graffiti, rap, viral websites, lasers and stainless steel are all mechanisms by which Roth injects notions of free culture simultaneously into high brow and low brow circles. Receiving accolades from places ranging from the New Museum to Kanye West, Roth's playful approach to art making crosses the divide between fine art and popular culture.

The Advanced Minority Gallery consists of over 20 digital displays, 12 prints, 8 stainless steel plates, 2 canvases, 1 record, custom computing hardware and more. In addition, the exhibition marks the release of Roth's first book, *AVAILABLE ONLINE FOR FREE, Selected Works by Evan Roth: 2003-2008*. Roth's *AVAILABLE ONLINE FOR FREE* brings the fun back to airline security, consumerism, copyright, patriotism, computer programming and censorship.

Roth currently lives in Hong Kong with his wife, and his work can be found online for free by doing a Google “I'm feeling lucky” search for the phrase “bad ass mother fucker”.

AVAILABLE ONLINE FOR FREE is curated by Sydney Ogidan (Apocalyptic Colors) and opens at Advanced Minority gallery on February 26.

Westbahnstr 22, A-1070 VIENNA
Open Tue.-Fri. 13-19h
Sat. 12-18h . Mon. CLOSED

ADVANCEDMINORITY