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O'BORN CONTEMPORARY PRESENTS: ALEX FISHER, *SMARTER TODAY*
OCTOBER 29 - DECEMBER 4, 2010
www.oborncontemporary.com

Alex Fischer, Cook's Cape, Archival Giclee Print, 2010

DATES: October 28, 2010, 6-9pm
Exhibition Opening and Reception

October 30, 2010, 2-4pm
Artist Book Launch and In-Gallery Conversation with Alex Fischer and Noel Rodo-Vankeulen

October 29 – December 4, 2010
Tuesdays – Saturdays, 11am – 6pm

LOCATION: 131 Ossington Avenue

TELEPHONE: 416.413.9555

O'Born Contemporary is proud to present a solo exhibition by Toronto-based artist Alex Fisher.

Smarter Today offers a human view of futurist landscapes, a view that explores the ideologies and projections of society through the lens of contemporary art.

Alex Fischer composes his figures and landscapes by assembling a variety of visual and conceptual sources. Keeping in mind that ideas of the future are inevitably the fastest to change, Fischer maintains that human nature is a fallible and susceptible state.

Technological advancement and machine generations have vastly outpaced the tradition of the average human life. As a society, we have adapted to accept the pace at which vast differences and contrasts will influence our modes of being. All projections of which are unpredictable beyond our present context. Today more than ever before, we situate ourselves less as individuals and more as the product of multiple networks. While this network theory suggests a node's relationship to other networks is more important than its own uniqueness, we find a backlash of reflection on individual circumstance and identity.

The subjects and characters of Smarter Today are reflections on the syncretism that created them. Their exterior identities have been extricated to include all of their precursors. They are heterogeneous and intermingled with their environments, yet maintain their subjectivity in the face of a post-structuralist world.

Alex Fischer obtained his BFA from York University and is currently a prospective MVS at The University of Toronto. Smarter Today is Fischer's debut solo exhibition with O'born Contemporary.

Alex Fisher's Biography:

Alex Fischer's work is developed around the relationship between contemporary art and the context of production within a university visual arts program. An immersion into the affect of digital information, his work continues the experimental tendencies of post-abstract expressionism and expanded painting. By specifically referencing practicing artists in various stages of career his work exploits art historical context and the tautological influence of art institutions.

Setting up specific dialogues between the trends of his contemporaries he treats the production of artwork as a type of syncretism. The melding of various schools of thought by artists working off one another, there is a strong sense of camaraderie in developing the artistic potential of emerging technologies. Specifically drawing on the work of colleagues and professional influences communicates the inherent relationships and modes of fine arts education. He aestheticizes this collective immersion to provide insight on the current directions of art in social media. The result is a delicate medley of information and simulation.

He lives and works in Toronto, Ontario, and is currently in the process of receiving his MFA from University of Toronto. His technical background and interest in new media has allowed the influence of technology to proliferate in his work. He is the 2008/2009 recipient of the Willowdale Group of Artists Painting Award and was featured in Art Mur's fourth edition of Peinture fraîche / Fresh Paint.

For media information:
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