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Andrew Schultz, *Floating Pyramid Over Pollution Hole*,
2008, acrylic on wood panel, 38 1/2" x 25 1/2".
Courtesy Roberts & Tilton, Culver City.



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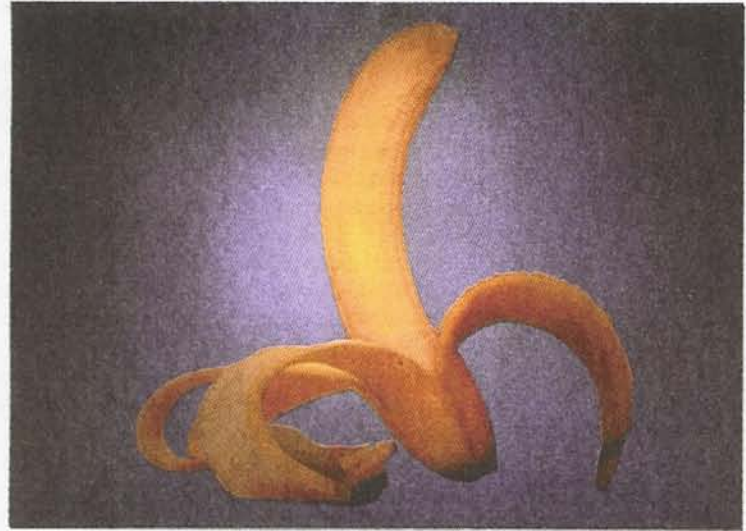
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Fallen Fruit, Are You Happy to See Me?, 2009, archival inkjet print, 98" x 134".
Courtesy Austin Young.

*Fallen Fruit:
Fresh 'n' Easy*

Another Year in L.A., Los Angeles

United Fruit

LACE, Los Angeles

Through September 27

The Los Angeles-based collective **Fallen Fruit**, composed of David Burns, Matias Viegner, and Austin Young, has mounted two exhibitions this summer. Both shows have made viewers acutely aware of their relationship to the complex social and historical structures surrounding fruits and their meanings.

The exhibition *United Fruit* focuses specifically on the banana in order to display an object's ability to unite and — even more importantly — create subjectivities. Through various photographic images and video documentation, the exhibit makes explicit our culture's engagement with the myriad levels (and scale) of banana signification, that is, the banana as fruit/food/phallus/crop/pop icon/plátano/etc. In this way the artists ask their audience to recognize how it produces and consumes meaning.

This concern became even more apparent in the collective's other show, *Fresh 'n' Easy*. Here, viewer participation was exploited to contextualize the project itself. Homemade jams and infused vodkas made from publicly gathered fruits were packaged and marked with appropriated text garnered from the collective's YouTube page. Various household objects such as aprons, knives, and wood chopping blocks — echoing in their form the look of industrial fruit-harvesting machines — also bear the inscriptions of these publicly gathered texts. By manufacturing and/or assembling these products (all available for purchase), "Fallen Fruit" proposes multiple ways of thinking outside the box — or crate — about fruit.

If Duchamp's famous play on words, "Arrhe èst á art ce que merdre est á merde" is still to be taken seriously in today's contemporary art world, then Fallen Fruit's two summer shows have properly engaged with the potentiality of Gwen Stefani's famous pop lyrics, "This shit is bananas."

— Jon Rutzmoser