

Media Release

MOP

31 August - 17 September 2006

Opening Night: Thursday 31.08.06 6 - 8 pm

SHELF LIFE

MOP Projects will host **Shelf Life**, an exhibition of work by artists Ron Adams, Lionel Bawden, Drew Bickford, Cash Brown, Adam Cullen, Samantha Edwards, Sarah Goffman, Prudence Murphy, Elvis Richardson, Kate Rohde and Kurt Schranzer, from 31 August to 17 September.

Curated by Dr Daniel Mudie Cunningham, **Shelf Life** engages with contemporary approaches to consumer culture, collecting and collectors, archiving practices and processes of display in domestic, commercial and public settings.

Shelf Life includes never before seen juvenilia by Adam Cullen; new work by Lionel Bawden, Kate Rohde and Prudence Murphy; while impressive disposaphobic collections are showcased by Sarah Goffman and Samantha Edwards. Ron Adams presents a striking response to consumer culture fatigue; Elvis Richardson and Drew Bickford explore terror and crime; Cash Brown interrogates celebrity cut-up culture; while obsolete technologies and personal identity are foregrounded in Kurt Schranzer's ink and collage works.

The term **Shelf Life** refers to the amount of time a product can be stored before it spoils or becomes obsolete. Generally the 'shelf' is a retail space allotted for the display of consumer goods that come and go according to highs and lows in consumer demand: when we want the product it gets restocked, when we don't, it goes to waste. Shelves also promote display and status for objects that are meaningful only because they're attached to memories that risk being forgotten, left to collect dust, filed away out of sight. These ideas provide a rich source of meaning for artists when considered in relation to art practice. As an exhibition, **Shelf Life** engages with the lives of shelves, the shelves of life, life on the shelf, shelf life.

Shelf Life is on show from 31 August to 17 September at **MOP Projects**, Room 16, Level 2, 617 Elizabeth St, Redfern. Gallery hours are Thursday to Saturday, 1-6pm, Sunday 1-5. Entry is free.

Opening night is Thursday 31 August from 6pm and is open to the public.

For artist interviews, enquiries and images contact:

Daniel Mudie Cunningham 0419 982828 dmc2502@bigpond.net.au
MOP Projects 96993955 mop@mop.org.au www.mop.org.au