

THE DELIVERY

EXHIBITION OPENS ON JUNE 30 AND CONTINUES TO JULY 30

- + Artist discussion pre-exhibition opening :: Thursday June 30, 5:15pm-6pm
 - + After School ed :: Apply Yourself // professional development for arts students :: July 5, 5-8pm
 - + Creative Couples // conversation for This Is Not A Solo Show :: July 16, 1-3pm
 - + Double Vision Presents // Matthew P. Hopkins (Melb), Nicola Morton, Ghost Hobo :: July 23, 1-4pm
 - + Auf Wiedersehen: One day you're in and the next you are out // Discussion for The Delivery :: July 30, 1-3pm
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In a return to joy, OK YEAH COOL GREAT present The Delivery. Limited edition art objects are explicitly offered for sale as the artists comment on the tension between value and economics and the potential for success and failure in the art world.

Exploring ideas delivered by Jan Verwoert in his talk at the ICA in April 2015 titled 'Artists, what is your value?' OK YEAH COOL GREAT use this exhibition to consider Verwoert's description of 'The Delivery' as part of the value of the artist. 'The Delivery' for Verwoert is about giving the audience what they want via seduction and generosity.

Furthermore, The Delivery explores the value of the artist's time, labour and actions around making. By offering an exhibition with such explicit commercial and economic intent, OK YEAH COOL GREAT force the audience to consider the financial realities of studio-based practices as well as questioning the nature of value and desire.

ARTWORKS ::

Screen :: 'IF THINGS ARE NOT QUICKLY TO GO PEAR SHAPED BY JAN VERWOERT READ BY OK YEAH COOL GREAT', duration 10 minutes 3 seconds, edition of 10.

Projection :: 'MILITARY CIRCLE MALL VIDEO BY DAN BELL MUSIC BY BBATV', duration 9 minutes 51 seconds, edition of 10.

Around the gallery from left to right // All works 2016 // All work \$35.

Rope 1 ::

Net bag (with round disk & yellow zig zag) // T-shirt (with gold rings, gold chain & gems) // Net bag (with yellow zip ties)

Rope 2 ::

T-shirt (with yellow rope & white disk) // Net bag (with gold chain & horn disk)

Rope 3 ::

Net bag (with blue rope & gold rings) // T-shirt (with blue rope, bangle, white disk & gold chain) // T-shirt (with black pom pom, yellow zip ties & gold clips)

Rope 4 ::

Net bag (with round disks, dangled form & gold chain) // T-shirt (gold chain & key ring)

Ladder 1 ::

Hat (with dangled form, black pom pom & leash) // USB (with blue disk, white disk, mood ring, peace sign & leash)
Hat (with gold chain & fur) // USB (with mood ring, gold rings, chain, black pom pom rope & blue rope) // USB (with pink pom pom, tassel, loofa & leash)

Ladder 2 ::

Hat (with heart pom pom, white form, yellow zip tie, chain & black tassel) // USB (with mood ring, gold rings, blue disk, chain & blue rope) // Hat (with blue disks, peace sign, whistle & lanyard) // Hat (with blue rope, bangle, measuring tape, white forms & yellow zip tie) // USB (with measuring tape, carabiner, round disk, yellow zip ties, bangles & leash)

In early 2016, OK YEAH COOL GREAT invited Amelia Bowe an Online Beauty and Lifestyle Writer and Social Content producer to write a response to a conversation we had with her in the development and planning stages of 'The Delivery' .

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Having worked as a beauty writer, you witness and commentate on various beauty trends day in and day out.

After reading and writing upwards of one hundred articles on the contouring and "baking" makeup trends which the Kardashian family (heard of 'em?) brought to the mainstream market, I learnt that these makeup techniques were originally used by drag queens and actors.

Who would've thought?

Not only did the Kardashian fam take these techniques from the stage to the standard done thing, various forms of contouring also began trending.

As a result, necks, ears, feet and every body part in between have officially been contoured. Even bums.

But trends that rise often fall, and now we're seeing its popularity fade with the introduction of "non-touring".

That's right, the new makeup technique where you don't contour as such, you just highlight your face.

While the general population don't necessarily adopt these makeup trends, makeup enthusiasts spend a great amount of time online (much like art enthusiasts might spend a lot of time in galleries), and so it makes sense the trend was really driven by the internet where makeup artists reign.

Some people who may've considered interesting makeup techniques artistic in the past when they were rarer, may turn their noses up at contouring now that's it's more mainstream.

Even though it's not really mainstream. The internet just makes it feel that way.

If we hung a portrait in a gallery of a fully contoured face, would people consider it art just because of the environment it's in?

If they saw it all over the internet, would they see it differently?

Is makeup an art form if it becomes functional and absorbed into the everyday life? When I woke up this morning for instance, would I consider putting foundation, blush and lipstick on an artistic practice?

If everyone is doing it, does it no longer have artistic value?

If only a few people are contouring, do more people consider it an art form until it's plastered all over the internet?

If it was still just the actors and drag queens contouring, would we think it was special?

I just don't know the answers.

Amelia Bowe, 2016

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OK YEAH COOL GREAT would like to thank Siân McIntyre and the rest of the team at Verge Gallery, Amelia Bowe, Jan Verwoert, Dan Bell, bbatv, Parramatta Artists Studios, Ron Elvy, as well as our friends, families and partners.

VERGE GALLERY

