

CARTWHEEL

Okay Mountain, David Ryan at Mark Moore

Start: February 16, 2013 7:00 pm | End: February 16, 2013 9:00 pm



Drawing upon various media, including video, sculpture, photography and drawing, **Okay Mountain**, an Austin, Texas-based art collective—pays homage to the ubiquitous content of contemporary consumer culture. This series, “Long Plays,” delves into the collective’s observations about the calculated fluidity between entertainment, commodities, and advertising. Okay Mountain was one of CARTWHEEL’s favorite’s from Pulse Miami Beach 2012.

From Mark Moore Gallery, explaining the playful and subversive nature of Okay Mountain:

Through calculated exaggeration and espousal of the absurd, Okay Mountain creates farcical caricatures of a national identity. Faux infomercials, flyers, guidebooks, and memos are rife with satirical imitations of salesmen, tour guides and mascots – playing on our communal tendency for insatiable want. In Long Plays, the artists analyze the strategies of catalogue photography, corporate procedure, and “How To” books to fulfill an undefined yearning for perfection. As consumers, we’re often told that the perfect handyman tool, business plan, or instructional manual can guide you towards your best self; Okay Mountain riffs on these distorted perceptions, and lampoons their fallacies with a shrewd wit. Nonsensical instructions scrawled across a whiteboard mimic the brainstorm sessions of a start-up company, but ultimately lead to inconclusive results. Products born from harebrained invention appear fetishized and enticing, but are fundamentally useless. Okay Mountain identifies the contrivances that shape our relentless desire for immediacy and accumulation, and spoofs them with a sagacious flair.

In the Project Room, **David Ryan** with “Object > Path > Outline Stroke” incorporates purposeful imperfections that animate his interest in organic form.



Source: <http://www.cartwheelart.com/calendar-event/okay-mountain/>