

MACAULAY & CO. FINE ART

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Barb Choit | Pronk Boutique

Macaulay & Co. Fine Art is pleased to present Pronk Boutique by Barb Choit. This is her first solo exhibition with the gallery.

For Pronk Boutique, Choit presents a new series of still life photographs of vintage women's shoes with synthetic floral backgrounds. The photographs combine elements of contemporary product photography and pronkstillevan, a style of 17th Century Flemish still life painting commissioned by wealthy Dutch merchants to show off their wares. The pronk still life depicted symbols of newly acquired riches such as foreign artifacts, precious metals, or exotic shells. An excess of expensive yet perishable items, such as flowers and food, was a crucial part of this boastful display.

With these works Choit points to the long intertwined history of art and advertising. Technically the works in the show double as advertisements. In addition to presenting them in the gallery, she uses them to sell vintage shoes on customer-to-customer marketplace (www.etsy.com/shop/divisionofvintage). The composition of the works mimics the sumptuousness of the pronkstillevan, playing with what art historians have discussed as the still life's role in inciting desire for material objects.

Barb Choit (b. 1977 Vancouver, Canada) lives and works in New York, NY and Vancouver, Canada. The artist received a BFA from The Emily Carr University of Art and Design, an MFA from the California Institute of the Arts (2002), and an MA in Modern Art and Curatorial Studies from Columbia University (2004). Choit has exhibited widely at international venues such as the Queens Museum of Art, NY; the Swiss Institute, NY; Rachel Uffner Gallery, NY; China Art Objects, LA; Cooper Cole Gallery, Toronto; Office Baroque, Brussels; and the Aratoi Museum, Masterton, New Zealand. Her work has been extensively reviewed in publications such as Artforum, Art in America, Canadian Art, and the New York Times. Her recent book, Ten Shows, was published by the Or Gallery, Vancouver, in collaboration with Black Dog Publishing, London, UK.