

## Gabi Trinkaus

### *Paradise with a Limp*

Gabi Trinkaus unravels our obsession with perfection and superficiality to expose the depths of societal misconceptions. Her oversized works appear as photographic flawlessness from a distance yet, on closer examination one is confronted with intriguing layers that reveal cracks in this illusion. Trinkaus' medium of choice, snippets culled from glossy lifestyle magazines collaged over idyllic Toile de Jouy, underscore her concept. Exploring society's preoccupation with mass media's "sales pitch" of the perfect life available if only one would buy a certain product, the Artist realized no material would provide a more transparent explanation to her intended criticism than the actual magazine paper itself.



LO SE MON (detail) | 87 x 75 inches | 2014  
Collage, printed matter on canvas

Seeking to reflect on the blindness of people who only see a pretty surface, and choose to believe in a wonderland of product and promise, Trinkaus lays bare the hollow echo in "instant gratification" and a kind of social rescue by the acquisition of "things". Quoting Barbara Kruger, Trinkaus quips "I shop therefore I am".

In "Paradise with a Limp", Trinkaus' current exhibition at the Gallery, urban landscapes raise questions on our private versus public personas, social roles and the pressure to "belong". With a critical approach in mind, the Artist keeps a hint of satire, humor and much sincerity woven within these new works. Between labels and text fragments, alongside champagne bottles, cars, watches, pistols and handcuffs, the large surface visually depicts a "Stepford Wives" tract house, a glitzy European cityscape at night or a tropical resort, all pointing to the ambivalence of globalized life.



Save the Bank (detail) | 75 x 98 inches | 2014  
Collage, printed matter and drawing on Toile, paper

By borrowing from an aesthetic associated with the world of advertising, Trinkaus plays with the idea of seduction in her work while carefully commenting on a broader culture of material consumption as well.

Gabi Trinkaus has works in the permanent collection of the Museum of Modern Art, Salzburg. Her work was the subject of a solo exhibition at Neue Galerie, Graz; she was included in the 4th Moscow Biennale of Contemporary Art and has been interviewed in NY Arts magazine.