

Greg Jones

Make, Model, Mark

Standpoint Gallery is pleased to announce the first solo exhibition in London by artist Greg Jones. The exhibition will present large scale photographic prints from the series 'Make, Model, Mark', and a newly published artists book of the same title.

The photographs in 'Make, Model, Mark' depict details from cars to be found on sale around London, competing models from different product ranges and manufacturers. Jones chose to photograph silver cars, recording equivalent abstracted details from the cars' sides in order to reduce the details to their essential form: lines pressed from steel and moulded in plastic. Jones made these selections with the aim of exploring our relationship with the car as a consumer object, to question what meaning they have for us as a society.

By documenting the cars as a series of abstracted details, Greg Jones subverts the representation of these products, the photographs emphasise the lack of meaning and individuality within this visual system and plays with the notion of identity and difference embodied in the cars. The result is a mesmerising series of seductively restrained images that are redolent of minimalist painting.

Venue: **Standpoint Gallery, 45 Coronet Street, London N1 6HD**

Exhibition open: **14 January – 12 February 2005**

Private View: Thursday 13 January, 6-9pm

Gallery Open: Wednesday – Saturday, 12-6pm

Tube: Old Street, Exit 2 (Northern Line – Bank Branch)

Buses: 55, 67, 149, 242, 243

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