

IMPORTANT PROJECTS
PRESS RELEASE

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OLIVIA ERLANGER
"MATERIAL STUDIES II – A HOUSE FALLS APART"
12.14.2013 – 01.18.2014 / OPENING RECEPTION: 6-9PM SATURDAY 12.14.2013

The first few times that I ever flew on an airplane I never believed that the plane actually took off. I'd buckle my seatbelt, listen to the whirl of the turbines and watch through the window as the ground receded beneath the aircraft. I always had a sneaking suspicion that in fact, the windows were screens playing videos of [clouds](#) to distract us while a producer and director changed the set outside.

Be it natural skepticism or a child's misunderstanding (I'm not sure which), this suspicion that everything around me just might be make-believe has been with me my whole life. [Nick Bostrom](#), The Truman Show and Buddhists all posit the same idea: maybe life is just a series of elaborate [illusions](#). This is all the more credible now with the varying degrees of illusion and distraction that are available with hand-held, wall-mounted and embedded displays. One's sense of reality can no longer be reliably verified by what we can see or [touch](#). What determines the "realness" of something is how much we believe in it. And belief in turn becomes the cornerstone of [value](#).

The objects for "Material Studies - A House Falls Apart" address these ideas of illusion, belief and value by focusing on marble. Marble carries with it connotations of antiquity and [refined taste](#) as it has long been perceived as a material of rare strength, durability, and beauty. It was the literal building block for western civilization, the foundation for the greatest structures and sculptures of classical times. The mere shift in perception of marble to that of a textile pattern for designer [sneakers](#), or a print on a vinyl tile, which hides a crumbling staircase in a decrepit tenement building, transforms our sense of its value.

Olivia Erlanger lives and works in New York City, NY. This is her first exhibition at the gallery.

For more information visit our webpage: www.importantprojects.net or contact Joel or Jason at info@importantprojects.net or +1 678 612 1758 (Joel) and +1 410 812 4303 (Jason). Important Projects is open by appointment.

*Upcoming projects at the gallery: Valerie Keane
01.25. – 02.28.2014*

*Mackenzie Katter
01.25. – 02.28.2014*

IMPORTANT PROJECTS /5432 Boyd Avenue /Oakland, CA 94618 /+1 678 612 1758 /+1 410 812 4303 /info@importantprojects.net /www.importantprojects.net