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Art that A) Amuses, B) Challenges, C) Leaves Us in Disbelief

Edward Goldman talks about the huge difference between looking at art and actually seeing it.

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There's a huge difference between looking at art, and actually seeing it. When I make this statement during the lectures and seminars, people usually ask, "What the hell is the difference?" So let me tell you my friends: there is a huge difference. In the museums, and in the galleries, most of us are just glancing at the artwork...spending a few seconds in front of it, and then proceeding to the next. But more often than not, this first impression does not allow the very essence of the artwork to be revealed and understood.

[...] Brazilian-born, LA-based, multi-media artist **Clarissa Tossin**, in her exhibition at Samuel Freeman Gallery focuses on amusing, and often amazing similarities between two small towns established by Ford Motor Company in the 1930's- one in Michigan, and another in Brazil. The various artwork in her exhibition refer to these improbable parallels and similarities. However, the works that appear at first glance to be the most straightforward and innocent-looking turn out to be tongue-in-cheek artistic statements, particularly rich in context.



I'm talking about a series of medium-sized color photographs depicting what looks like modest, American, suburban homes, fresh off the assembly line. But upon second glance, there is something strange happening. We notice a hand in the foreground holding a photo of a house in front of an actual house, thus creating the illusion that we are looking at one seamless image. But actually, in each of Clarissa Tossin's photographs, we are seeing two images of two almost-identical houses built by Ford Motor Company thousands of miles apart. And the more you stare at her photos, the further she pulls the rug from under your feet.



Clarissa Tossin, "When two places look alike," 2012 Digital chromogenic print, 40 x 27 in, Ed. 1/3