

## FOR IMMEDIATE RELEASE

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### ***L.A. DIVE***

The Remba Gallery is pleased to announce the presentation of Adam Berg's "*L.A. Dive*" a *future archaeology*, an installation that incorporates video, sculptural works and paintings. The exhibition will take place at 462 N. Robertson Boulevard in West Hollywood from April 22<sup>nd</sup> - June 3<sup>rd</sup>. An opening reception for the artist will be held Saturday, April 22<sup>nd</sup> from 6 to 9 p.m. in conjunction with the West Hollywood Galleries.

*L.A. Dive*, the second work in a series of four, integrates traditional art-making techniques with contemporary, technological innovations in order to question the making of history in today's future-driven, cybernetic world. As the viewer dives into the installation, he or she becomes part of a fictional underwater excavation of artifacts from the deep sea. The diving clips set the viewer on a fantastical journey under the sea where one becomes a part of the hunt for hidden treasures. However, this underwater excavation is juxtaposed impossibly against the Los Angeles skyline provoking thoughts about the rescuing of objects from the past and placing them in a contemporary future. At the same time, the artist questions art's relation to object making in an increasingly commodified, yet cybernetic world in which ideas are expressed in "virtual" spaces rather than in physical things.

The retrieved objects themselves, which are exhibited throughout the gallery, are not technological objects as foretold by cyber punk fiction, but are seemingly organic. They are not presented in a typical museum or gallery setting, indicative of the commodity-oriented delirium of the last century, but are housed in video or in "aquariums" that bring them back to the space of the ocean bottom where they supposedly originated. Their development into life forms has been stagnated so that they are ossified into their present condition, but will never materialize in maturation. In their embryonic, stunted forms, they signal a warning sign about our "barbaric imaginations" in this era of genetic engineering.

Berg challenges the viewer to ponder what he or she sees based on how they experience the environment around them. The interplay between the intangible video clips projected on the walls and the tangible artifacts around the space, challenges the notion of image and object, as well as creating an historic reality based on an even greater fiction as we attempt to control history, technology, and our future.

Adam Berg has shown his work at the Tel Aviv Museum of Art, Israel, Pino Casagrande Gallery, Rome, Passage des Retz, Paris, and Inter/Access Center for Electronic Media, Toronto.