

FOR IMMEDIATE RELEASE: *MY MISSION PLAYGROUND*

Artist Gordon Winiemko is channeling the indignation felt by many long-time San Francisco residents about the new wave of gentrification into a meditation on the values that are fueling gentrification and income inequality across the country.

Location: Adobe Books Backroom Gallery, 3130 24th Street, San Francisco, CA 94110

Opening Reception: Friday, January 9th, 7-9PM

Exhibit dates: January 9th – February 1st, 2015

Viewing times: Mon-Fri, 12-8PM, Sat-Sun, 11AM-8PM

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Promotional image courtesy the artist

ABOUT THE EXHIBITION

Adobe Books Backroom Gallery is pleased to present ***My Mission Playground***, an exhibition by artist Gordon Winiemko, opening January 9th, 2015. For his first solo exhibition in San Francisco, Winiemko is channeling the indignation felt by many long-time residents regarding the new wave of gentrification into a playful, confrontational, and above all thoughtful meditation on not only what's going on in San Francisco and the Mission in particular, but also the societal values that are fueling gentrification and income inequality across the country. Winiemko, who lived in San Francisco for many years, uses his personal relationship to what many are considering a public crisis as a point of departure for a series of new performative video work created for this exhibition. He looks in on the nice young tech worker couple that is willing and able to pay three times the rent he used to pay for his tiny studio apartment, creating a portrait of how the city has changed. And, for the centerpiece of the exhibition, Winiemko turns the Mission into his own personal basketball court, drawing on sports as a metaphor for the “beat the other guy/winner take all” mentality that is imbricated in the American mindset. As he dribbles and shoots his way across the Mission, Winiemko affects an obliviousness to the niceties of the social contract characteristic of the gentrifier. At the same time, the artist references the apparent need to divide social and psychic space along oppositional lines like our team/their team, oppressor/oppressed, hero/douchebag.

ABOUT THE ARTIST

Gordon Winiemko works with social customs and cultural idioms, those “things we do” that are sometimes so commonplace that we often forget how they shape our lives, for better or worse. His video, performance, and participatory work has been exhibited in the Bay Area, Los Angeles, across the country, and internationally. In San Francisco he has exhibited at such venues as ATA, Intersection for the Arts, The Lab, San Francisco Arts Commission Gallery, SOMArts, and Yerba Buena Center for the Arts. His guerrilla performance in which he “evicted” Mission revelers from restaurants and bars at the height of the dot-com boom was covered by NPR “All Things Considered” and the Los Angeles Times, and is featured in a textbook about gentrification. His film “Enjoy,” about the neon Coca-Cola billboard South of Market, was named one of the best films of the year on an SF Bay Guardian critic’s poll. The artist received his MFA from UC Irvine and currently lives in the Los Angeles area, where he has been working with Jeff Foye in the collaborative team JEFF&GORDON. Visit the artist’s website at www.winiemko.com.



Still from the video “That Douchebag Was In My Way (FTW)”

ABOUT THE GALLERY

Adobe Books Backroom Gallery opened in 2001 and has since become an important crucible for emerging artists in San Francisco. Originally at the longtime home of Adobe Books on 16th Street in San Francisco’s Mission District, the gallery has moved with the store to 3130 24th Street. The gallery’s mission is to be an alternative space where artists can make momentous decisions in their practice and experiment freely in the company of their peers. Visit the gallery’s website at www.adobebackroomgallery.com

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