

## 'False Friends'// Function Suite Invites Alexander Harding

Organised by Alexander Harding

One night only exhibition opening 20th February 2020 6-11pm



'False Friends' is an exhibition considering the shared languages between contemporary practice, and consumer culture in 2020. Placing image based practices in dialogue with artists considering commodification, retail and idiosyncrasies in contemporary society.

In linguistics, a 'false friend' is a shortened version of the expression 'false friend of the translator', referring to words in different languages that look or sound similar, but differ significantly in meaning. Reaching out for the familiarity of a similar sounding word in most cases can be semantically treacherous, but the brain always reaches for what it knows.

In the same sense, we live in a culture of familiarity - saturated with imagery, and more than ever, as with language, there is a disrupted sense of lineage. Things no longer seem exactly familiar, but ever present. Déjà vu, translated back to English as 'already seen', is a phenomenon that still cannot be fully explained, an overwhelming sense of familiarity with something that shouldn't be familiar at all.

Fredric Jameson writes on Postmodernity as “the total saturation of cultural space by the image”, this complete permeation of images logically means that everywhere is an aesthetic experience, removing any autonomy. Everything is now fully translated into the visible and the culturally familiar, “aesthetic attention,” he says, “finds itself transferred to the life of perception as such”, a “new life of postmodern sensation,” in which “the perceptual system of late capitalism” experiences everything from shopping to all forms of leisure as aesthetic.

We live in a state of becoming, of having been, and therefore changing.

### Exhibiting Artists

Marc Blazel, Hannah Cass-Simpson, Edward Kay, Alan Michael, Sam Plageron, Steven Gee, Klara Vith, Joe Highton, William Leach, Gillies Adamson-Semple

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#### Notes to editors

For more information, images or interview requests, email curator Alexander Harding (curator) or Nathan Ryan Baumber (Gallery Owner) at [hello@alexanderharding.co.uk](mailto:hello@alexanderharding.co.uk) or [nathanbaumber@gmail.com](mailto:nathanbaumber@gmail.com)

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**The Function Suite** is a newly formed artist run project space founded by Nathan Baumber in 2019, existing on the premise of temporality, exhibitions are installed for one night only, and then the space returns to its alternative function as an arts/performance venue.

**Alexander Harding** is an Artist/ Curator, a 2019 member of Chisenhale studios graduate scheme ‘Into the Wild, who’s recent projects include ‘Goingaway.tv’ an online exhibition of artist moving images, co curated with Marc Blazel. Graduating from Wimbledon College of Arts in 2018, his practice is a visual syntax, A voice, that, like speech, is populated with moments of pause, confusion, and disquiet. A reflection of a contemporary society saturated with opposing forms of images.

It’s about legibility and language being at different levels of fluency, nuance or understanding, however basic the conversation, or how images, now more than ever are a substitute for words, a slippage between meaning and intent - thought and process.

**False Friends** is a group exhibition, bringing together a wide range of artists from multiple backgrounds and age groups. It is considering the shared languages between contemporary practice, and consumer culture in 2020. Placing image based practices in dialogue with artists considering commodification, retail and idiosyncrasies in contemporary society