

ALEX VIVIAN

27 MARCH – 4 JULY 2015

**THINKING ABOUT
BRANDING,
ADVERTISING,
TARGET
AUDIENCE, ETC.**

**GERTRUDE
CONTEMPORARY**

Thinking about
branding, advertising,
target audience, etc.

Alex
Vivian

A logo is favoured among a certain age group. It is the youth

A mayonnaise logo safety-pinned to the back of a backpack, used as a prop in a crude show, copied and sketched and drawn over and over again.

They say the youth breed new ideas, are most receptive to the advertising of products... and of food in general.

Food isn't for eating, it is to be thought of as merely a product, an object of striking colour, an advertisement to be adorned on one's clothing.

The youth are wearing these ideas, these products.

Thick mayonnaise is mixed with other condiments as an accent to an outfit. Butter lathered on jackets, combed through hair. Food is used to encourage a new approach to food, almost as a way to repel interaction!

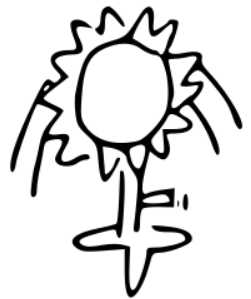
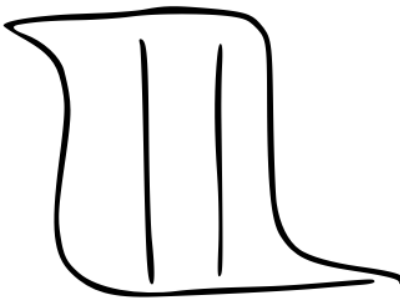
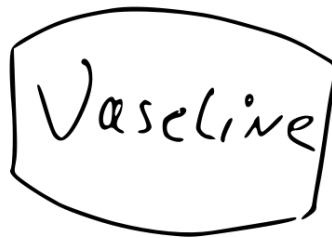
To be around food, but be in a constant state of desperation and unfed.

It is said you think differently when your mind is somewhere else...

A delicious frock, rank and expired bell-bottoms, mother's sapid boot, fetid Seuss hat, a scrumptious leather shirt.

To present an officially wild moment...













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Gertrude Contemporary
27 March – 9 May 2015

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Image captions

Alex Vivian
Installation view, *Thinking about branding, advertising, target audience, etc.*, 2015
Photo: Christo Croker

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Installation view, *Thinking about branding, advertising, target audience, etc.*, 2015
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Alex Vivian
Vibrant scene suggestion #2, 2015

outside chair cushion, second-hand canvas, women's jacket, unisex dressing gown, toy material off-cuts, Styrofoam head, metal stand, pre-stretched canvas, hair, children's beach towel, mould, pubic hair, tube socks, unisex infant's clothing, PVA glue, iron board protector, men's polar fleece jumpers, grease stains, product packaging, tissues, used tissues, children's toys, speaker stand, found tin, make up case, porcelain doll, toy stuffing, children's ironing board, projector table mount, bread bin, pencil, paper, hand held juicer, iron, lamp shade, safety pin, correctional fluid, sunglasses, used paper cup, hair, colouring book pages, biro, ceramic soap holder, liquid nails, paintbrush, scissors, sandals, old rusty plinth
dimensions variable
Photo: Christo Croker

Alex Vivian
Condiment clothing (Delicious Frock), 2015
cardboard, men's flannelette shirt, PVA glue, super glue
65 x 73.5cm
Photo: Christo Croker

**CREATIVE
VICTORIA**

