

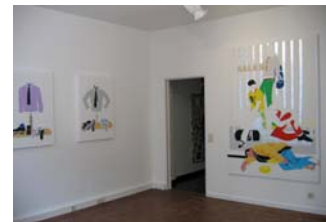
# JOZSA GALLERY

## *SHOP TILL YOU DROP*

Using advertising slogans as a pretext, Eric Adam (La Louvière 1960) presents us paintings as windows on the world, exposing a staged consumerist system, a cruel and ironic reflection on our society. Without being provocative, Eric Adam points his finger at a shocking reality with the harsh perspective he has always had on the world that surrounds us.

The artist has accustomed us to mises en abyme of the excesses of contemporary society, the fallen icons, twisted (*The Fake*); the icons he demystifies without complacency while saving them from obscurity (*Re-mastered Stroke*); the homosexuals he criticises in their desire to be acknowledged as such at the risk of losing their identity (*The Making of...*); *The Roads*, quintessence of our contemporary landscapes, illusion of a departure to elsewhere, the news transformed in irony-laden alarm bells (*(Bad) News from the World*).

This time, Eric Adam exploits the staging of our consumerist patterns: the reflection games confusing the window shopper and the shop front mannequin in similar postures. In doing so, the artist places us, spectators, at the centre of the intellectual construction of his painting, he sends us back our own image, that of a social and political art lover. He represents us in all our contradictions and our desires. In short, he points a finger at us.



This game puts us in a new perspective of reality. All the little details of everyday life that elude us suddenly take a different meaning both critical and contrasted: the veiled Muslim woman passing by a sex shop window rue du Brabant; the young man with his mimetic attitude looking at the display of a clothing shop; the beheaded dummies that should put us off; the homeless, emblematic character of our shopping streets, although sole representative of humanity in this street, ignored by passers-by on account of sheer indifference or... fear of death.

Undoubtedly, the *Shop Till You Drop* series, as was *The Fake* magazine series, is a representation of an idyllic world that plunges us somewhere between reality and virtuality, that channels and markets our dreams. Each of these representations is a world unto itself, typified and which, for a moment, the passers-by feel that they belong to. Paintings, subjects to cash the same way the goods displayed are, belong to the same system. A system from which the artist cannot escape... if only by generating a disturbance in the narrative convention.

# JOZSA GALLERY



*Shop till you drop, 2008*  
200 x 140 cm



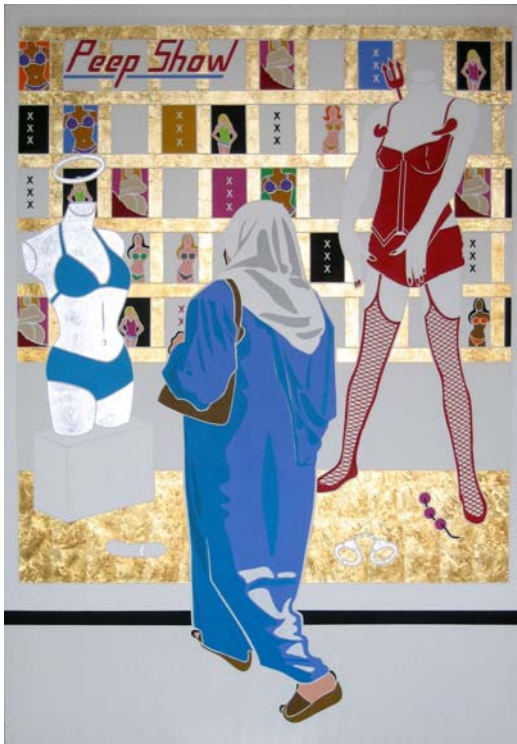
*Lucky Kid, 2008*  
200 x 100 cm



*Sales, 2008*  
200 x 140 cm



*Les Jours D'Hiver, 2009*  
200 x 140 cm



*Peep Show, 2009*  
200 x 140 cm