

The Museum of Modern Art

For Immediate Release
March 1995

PROJECTS: TOM FRIEDMAN

March 28 - May 18, 1995

The work of Tom Friedman (b. 1965) is the subject of The Museum of Modern Art's next **PROJECTS** exhibition, on view from March 28 to May 18, 1995. Organized by Robert Storr, Curator, Department of Painting and Sculpture, **PROJECTS: TOM FRIEDMAN** features a selection of sculptures and a photograph created between 1990 and 1995. A member of the young generation of artists who are seeking alternatives to modernist and postmodernist high style, Friedman creates labor-intensive, generally diminutive works made of mundane materials and filled with witty allusions to a variety of contemporary practices.

"Shunning the grand gestures of the previous ten years, while obliquely inquiring into the 'big ideas' of the two decades before, Friedman confines the excesses of his work to the time and attention required to make it," writes Mr. Storr. "One may, as a result of this exemplary dedication, look briskly at the results, but like all fine-tuned forms, his have an essential, palpable seriousness and a funny way of calling one back to wonder how they got there and why."

Friedman applies extraordinary processes to ordinary materials -- bubble gum, dust, soap, tape, spaghetti -- resulting in unexpected, often paradoxical transformations. Many of Friedman's works featured in the **PROJECTS** exhibition, like an eye-straining self-portrait carved from an aspirin tablet, display a witty knack for visual economy and logical sleight of hand. The seemingly straightforward *My Foot*, Friedman's approximation of a ruler, was

- more -

