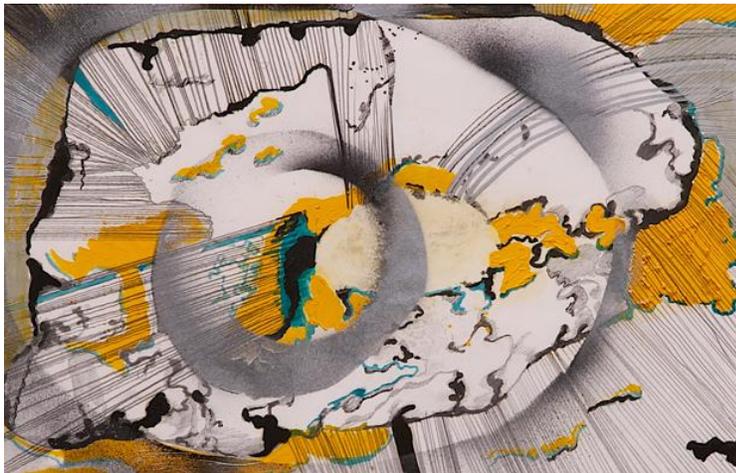


## Upcoming Events

### Adam Berg: Consensual at Edward Cella Art + Architecture

May 1, 2013 by Megan Koester



Edward Cella Art + Architecture is pleased to present *Consensual*, a solo exhibition of new and recent works by Los Angeles based artist Adam Berg. An opening reception for the exhibition, which runs through June 15th, will take place from 6 to 8PM on Saturday, May 4th. Adam Berg and gallerist Edward Cella will also host an informal tour of the exhibition and talk Saturday, June 1st at 4PM.

Berg challenges the boundaries of art and science by dissimulating one within the other. *Consensual* is a play of partial

disclosures, and imperfect identifications, as the artist reveals the collusive nature of our engagement with disciplinary constructs and assumptions. Berg's insights are particularly timely given the recent confirmation of the discovery of the Higgs Boson particle, and the highly visible meteoritic activity of the past months. Facing a new era of scientific preoccupations, it is fitting that the discipline be subject to critical excavation and interest. In his Los Angeles solo debut Berg explores the disciplinary fallacies of art and science, intuiting the ways in which our perceptions and biases shape the attribution of empirical "truth" or "reality". By engaging the viewer as an active participant in the production of meaning, Berg explores the vacillating nature of perception.

Working across media in painting, film, drawing, and sculpture, Berg probes the constructs of knowledge by creating unlikely encounters between the poetics of art and the quantitative findings of science; encounters that challenge the mutual exclusivity of these disciplines and engage a variety of "ways" of seeing simultaneously. The work explores the possibility of artifice and performance in the production and expression of the scientific, and draws from scientific content and theory to produce an aesthetic experience. By engaging the interstitial spaces between art and science, Berg encourages a self-reflexive reading of objects and space.

*Consensual* will combine painting, drawing, sculpture, and video works by the multi-disciplinary artist. Through the use of multiple media, Berg engages the viewer's perception with an aggregation of phenomenal experiences. The thematic trajectory of *Consensual* is established by a video installation of the same name, in which Berg presents us with an



unexpected subterfuge: a performance of science. An actor plays a scientist in a real physics lab – the Bellan Plasma Group in Caltech, and assumes the role of authoritative arbiter. Through the “unscientific” invasion of a scientific context, Berg plays with our inability to fully disentangle the bias of our perceptions from the “truth”, effectively conflating our experience of the scientific with the artistic. This video provides the exhibition with a critical and thematic lens through which to approach the rest of the work.



Edward Cella Art + Architecture  
6018 Wilshire Blvd. Los Angeles, CA 90036  
<http://www.edwardcella.com>