

For immediate release:

Substance

Masaru Aikawa

2022.11.5-11.26

eitoeiko is pleased to announce "Substance," a solo exhibition by Masaru Aikawa from November 5 to November 26.

Masaru Aikawa carefully examines the information that accompanies a work of art. In his own works, Aikawa reinterprets the motif's mass appeal, consumption, and production mechanism in isolation, and even if his work starts from his personal interests, its destination is a work that critiques the characteristics of the medium itself.

His "CDs," which he created intermittently mainly in the 2000s, is an ironic response to his obsession with rock music and to the music industry. By combining the paintbrush with reproduction technology, the works are ambivalent, and have a unique presence as both popular and personal objects. Later, the artist's interest in photography led him to explore the origins and history of the technique and to create photographs that are not mediated by a glass lens or that do not reflect reality. In this exhibition, the artist will present "Landscape," a landscape in a computer game projected on a projector and recorded with a photosensitive emulsion applied by hand. Also Aikawa will present a portrait of a person generated by AI.

In addition, the artist will present a video work in which he travels in a virtual world transformed by a computer program, which he has been working on in recent years. We hope you will take this opportunity to visit the exhibition.

Masaru Aikawa

Born 1978, in Peru. BA Media Art from Tama Art University in 2004. Roppongi Crossing, Mori Art Museum, 2010/ Gateway Japan, Torrance Art Museum, 2011/ Art Meets 02, Arts Maebashi, 2015/ Jump, Towada Art Center, 2015, Trans/Real: The Potential of Intangible Art, Gallery Alpha M, 2016/ Close-up Universe, Contemporary Japanese Photography vol.16, Tokyo Photographic Art Museum, 2019/ Random Walk on the Multi-layered World, Inter Communication Center, 2022/ Journey and Imagination: Connecting to the Stories of Others, Tokyo Metropolitan Teien Art Museum, 2022

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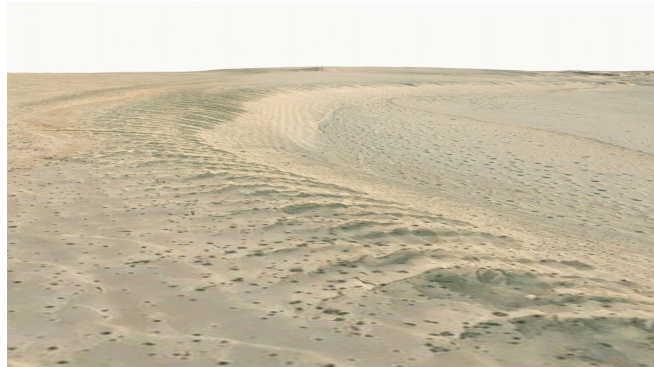
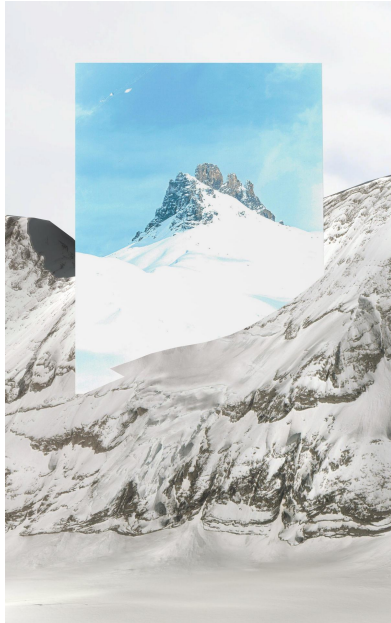
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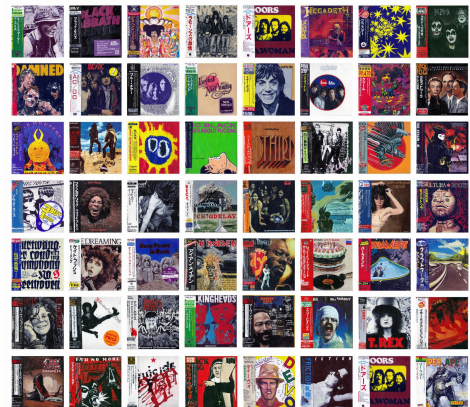
www.eitoeiko.com

Open TUE-SAT 12PM-7PM

ARTWORKS



Left: Engstligenalp(from framing series), digital image, 2022
Right: Sonoran Desert, 2022



Left: Landscape, 2021
Right: CDs