

## Artist Bio

Sylvie Fleury

### ***ETERNITY NOW*, 2015**

Neon and metal frame

16 ft. 8 in. x 8 ft. 3 in. x 5 ft. (Eternity) and 13 ft. 6 in. x 8 ft. 3 in. x 5 ft. (Now)



Swiss artist Sylvie Fleury is known for her seductive works that re-contextualize capitalist status symbols, luxury goods and brand slogans. Fleury draws on elements from consumer society and the work of twentieth century artists like Marcel Duchamp and Andy Warhol to investigate cultural desire and the construction of identity. Commissioned for The Bass' façade, Fleury's *Eternity Now* appropriates its title from Calvin Klein's perfume of the same name. The scent's name manifests "the thrill and raw emotion of new love, when two people realize that it is the beginning of forever." Inspired by the museum's location facing east towards the shores of Miami Beach, Fleury's neon brings new meaning to the title, evoking not only feelings of new love, but also the quest for self-perfection and pressing realities of the changing environment.

*Eternity Now*, Sylvie Fleury's site-specific installation, is currently situated atop the façade of the Bass Museum of Art's historic building, where it was commissioned in 2015 as part of the artist's project for bassX (2016), a series of solo projects presented by the museum during its renovation.

The font and text of the work was appropriated from the product design for a popular perfume, released during the same month as the first installation of the work. A seemingly self-reflexive joke made by a corporation: A scent's name referencing the immeasurable span of time and existing as a transitory experience beyond all possibilities of documentation. This

language is disarmed by the artist from its implicit goal, the projection of eternal youth by exploiting the nostalgic sentiments of an aging consumer base. Fleury endeavors instead to invoke elements of the sublime, placing in her sights the functions of the museum as a fluctuating archive and pointing towards its future.

The installation is comprised of a neon sign, reading "ETERNITY NOW". The 15mm neon is colored "Mediterranean turquoise". The neon letters are framed by steel shadow boxes with the same linear quality, which reiterates the artist's choice of font. The letters are supported from behind and below by two triangular, steel structures; one per word. The shadowboxes are welded to the support. Each section is weighted in place by sandbags (anchoring is determinant on site of installation). Each section has a built-in transform

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Sylvie Fleury (b. 1961, Switzerland) lives and works in Geneva and has been a significant figure on the international art scene since her first exhibition in 1990. Her work is in the collections of the Museum of Modern Art in New York, the Modern and Contemporary Art Museum in Geneva, Daimler Contemporary in Berlin, and the Migros Museum of Contemporary Art in Zurich. She has also had solo exhibitions at the Centre de Arte Contemporaneo in Malaga, Salon94 in New York, Galerie Thaddaeus Ropac in Paris and Almine Rech in Brussels. In October 2015, Fleury was awarded the prestigious Geneva Société des Arts Prize.