

JAMES ETTELSON  
*Rubik's*



GET OFF MY BACK

E T T E L S O N ●



Photograph by Tim Swallow

# JAMES ETTELSON

## *Rubik's*

2 – 23 February 2023

Opening Celebration & Drinks, Thursday 2 February, 5 – 8pm

On the surface, James Ettelson's work has always been a celebration of colour where intricate detailed patterns and visual motifs invite the viewer to experience his everyday life and the ways in which he sees the world around him. The polychromatic patterns, short, quick mark making and carefully layered lines that render his subjects also evoke notions of pixilation. It seemed a natural progression for him to move into the digital art space.

Following the success of his first NFT (non-fungible token) project, Ettelson was invited to attend the 2021 Art Basel in Miami. When he returned home to Australia, he spent a year experimenting, cross pollinating ideas between digital and traditional mediums.

His new exhibition, 'Rubik's', is an enigmatic amalgamation of visual and artistic forms his work has resided in over the course of his career, integrating his painting practice with his new found venture into the realm of digital art. This exhibition launches a new series of prints painted on an ipad. Full of fresh colour and candid commentary, they delve deeper into the artist's quest for understanding culture.

Nike symbols, the famous Coca-Cola sign at Kings Cross, Video Ezy, and McDonalds branding appear in the work, nestled amongst intricate patterns and signature motifs. The brands become artistic forms themselves, where consumption becomes art. Warhol did the same with his Campbell soup cans, repeating them over and over until they became something of substance. This imagery is nestled amongst pixelated flowers, cats, fruit and eyes watching with blank focus; natural versus digital, real versus meta.

'Rubik's' also introduces us to Mekong, a recurring character and familiar motif in Ettelson's digital work. The face with an upside down banana for a mouth has become a tag for the artist, an alter ego peering out from his work, staring at the viewer with voyeuristic candour. Through Mekong we are invited to journey through these works, following as Ettelson explores the twists and turns that brought this show into focus. Much like the Rubik's cube, these pieces invite us to seek our own solutions and find joy in the process.

*Cross Pollination*

acrylic & mixed media on canvas

153 x 153 cm (framed)

\$12,000

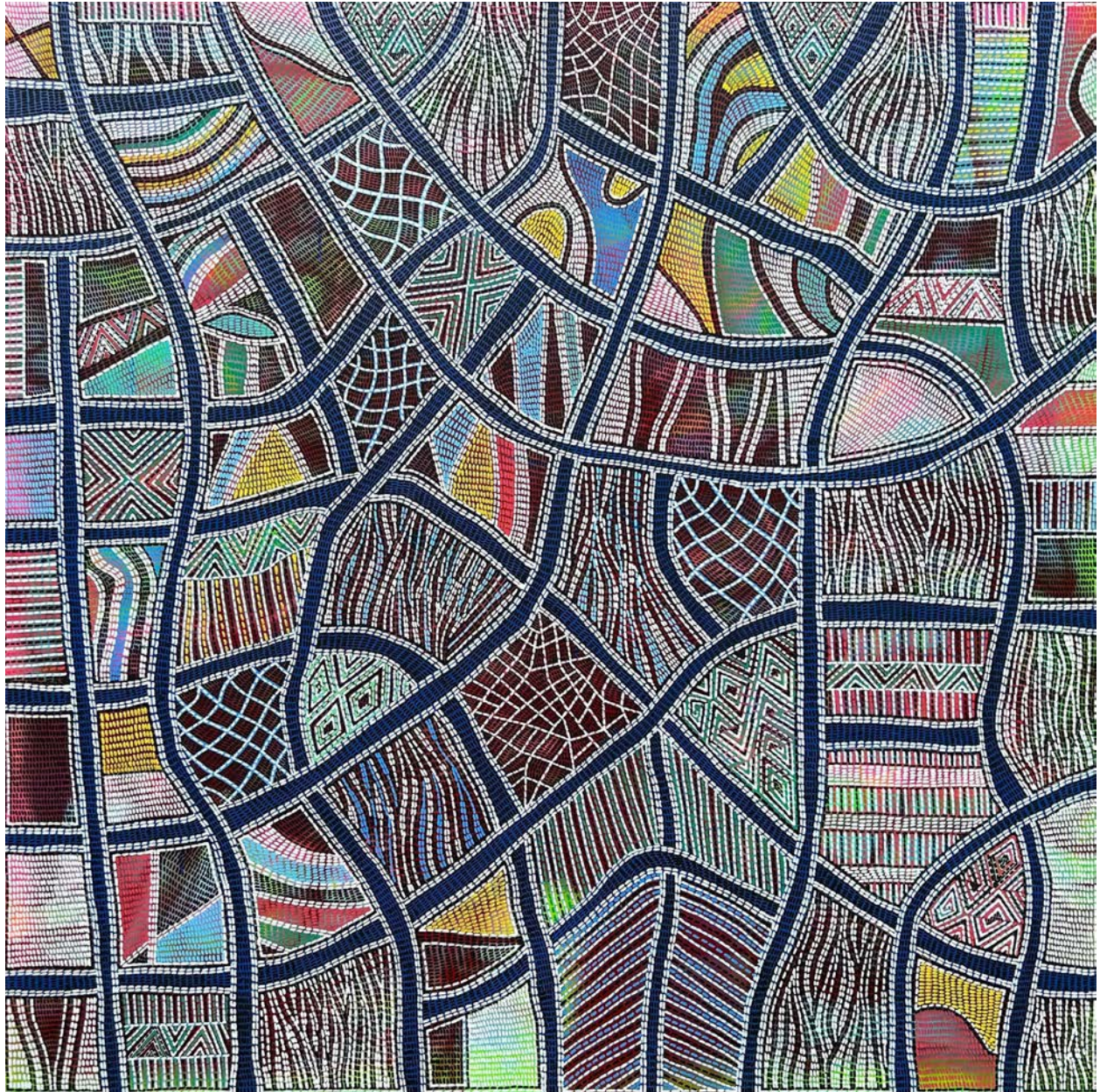


*Open Seas*

acrylic & mixed media on canvas

153 x 153 cm (framed)

\$12,000



*Wild West*

acrylic & mixed media on canvas

128 x 153 cm (framed)

\$10,500



*Secret Garden*

acrylic & mixed media on canvas

153 x 153 cm (framed)

\$12,000



*Wednesday*

acrylic & mixed media on canvas

153 x 153 cm (framed)

\$12,000





GM

acrylic & mixed media on canvas

153 x 128 cm (framed)

\$10,500



*Eight Bit*

acrylic & mixed media on canvas

128 x 153 cm (framed)

\$10,500



*Happy Place*

acrylic & mixed media on canvas

182.5 x 62.5 cm (framed)

\$8,000

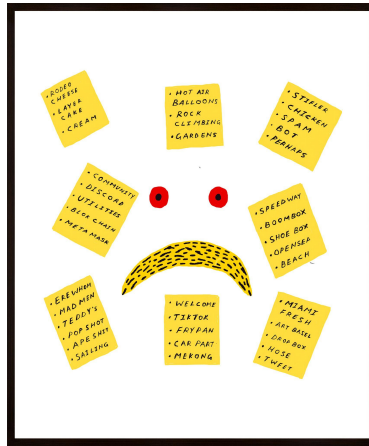
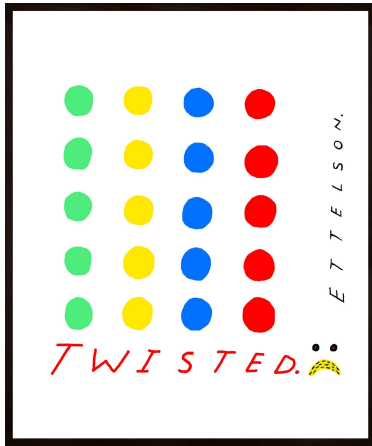




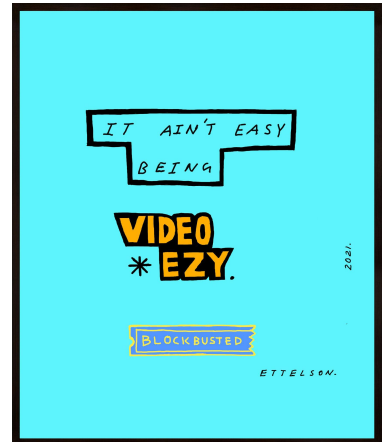
Photograph by Tim Swallow

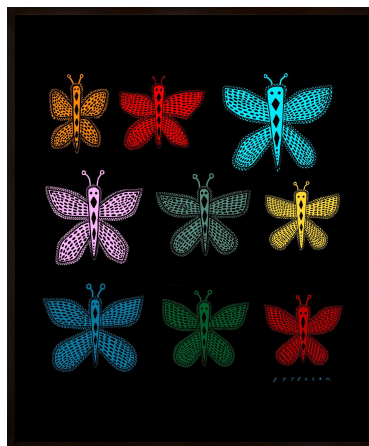
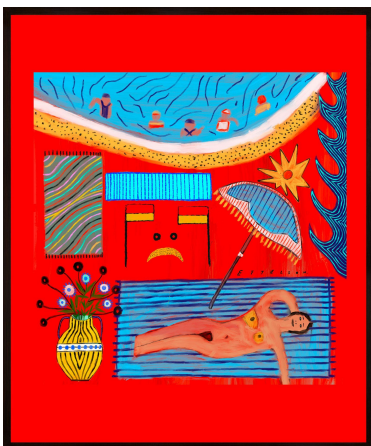
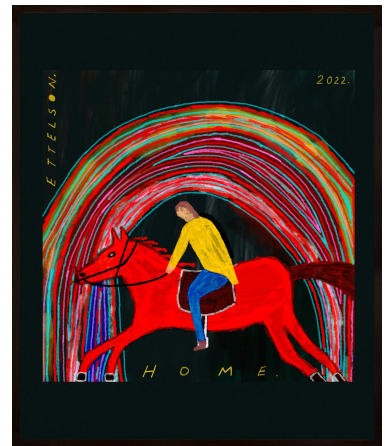
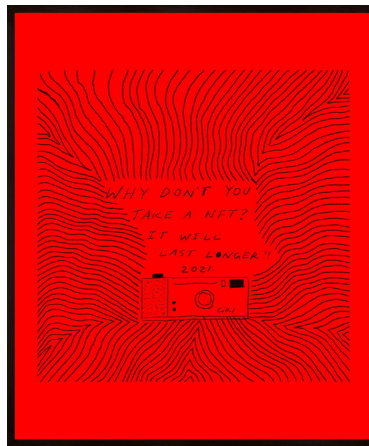


Photograph by Tim Swallow

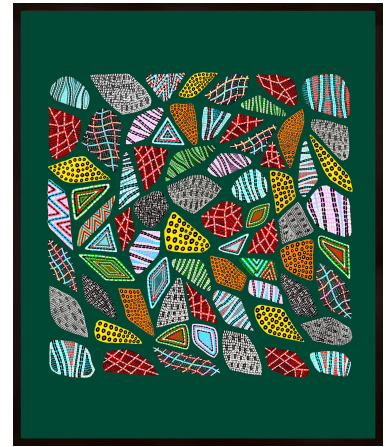


(Row 1) *Right Hand Green, Mood Board*  
 (Row 2) *Get Off My Back, Where's Mekong, People Watching*  
 (Row 3) *Yawn, Blockbusted*  
 archival pigment print on cotton rag  
 63 x 54 cm (framed)  
 edition of 10  
 \$1,100

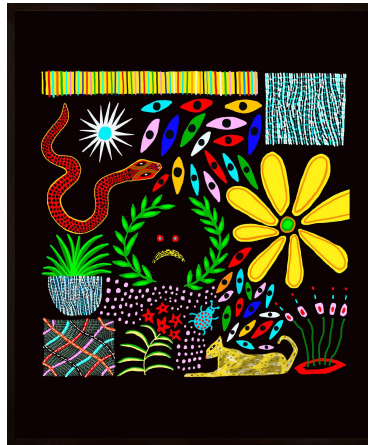




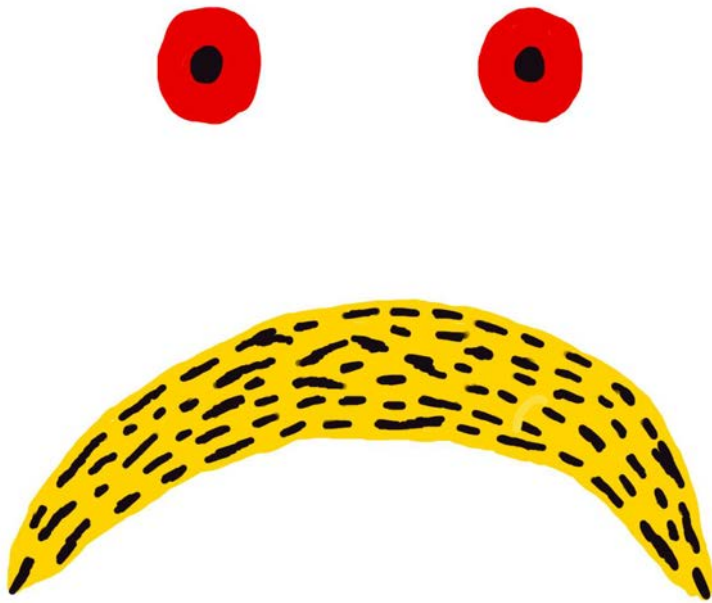
(Row 1) Sunday, Channel, Cheater Five  
 (Row 2) Blush, NFT!, Home  
 (Row 3) Lay Day, The Painted Lady  
 archival pigment print on cotton rag  
 63 x 54 cm (framed)  
 edition of 10  
 \$1,100



(Row 1) *Pleasure Avalanche, Hopscotch*  
 (Row 2) *10 Cats, Garden Crashers,*  
*Happy Place*  
 (Row 3) *Jumanji, Kings Cross*  
 archival pigment print on cotton rag  
 63 x 54 cm (framed)  
 edition of 10  
 \$1,100







(Row 1) *Art*  
 (Row 2) *Punked, Showbag*  
 archival pigment print on cotton rag  
 63 x 54 cm (framed)  
 edition of 10  
 \$1,100



# JAMES ETTELSON

*Born Sydney, Australia, 1985*

## SELECTED SOLO EXHIBITIONS

- 2023 'Rubik's', Arthouse Gallery, Sydney
- 2021 'Are We There Yet?', Arthouse Gallery, Sydney
- 2019 'Selective Hearing', Arthouse Gallery, Sydney
- 2018 'Everything Is', Arthouse Gallery, Sydney
- 2016 'Garden Crashers', Arthouse Gallery, Sydney
- 2015 'Fixated', Arthouse Gallery, Sydney
- 2014 'People Watching', Arthouse Gallery, Sydney
- 2013 'Still The Love', Arthouse Gallery, Sydney
- 2012 'Laugh', Arthouse Gallery, Sydney
- 2010 'Magic Eyes', China Heights Gallery, Sydney

## SELECTED GROUP EXHIBITIONS

- 2022 'Out of the Blue', Arthouse Gallery, Sydney
- 2021 'Hundreds and Thousands', Arthouse Gallery, Sydney
- 'Coming Home', Arthouse Gallery, Sydney
- 2020 'In Colour', Arthouse Gallery, Sydney
- 'Renewal', Arthouse Gallery, Sydney
- 2019 'Summer', Arthouse Gallery, Sydney
- 2018 'Under The Sun', Arthouse Gallery, Sydney
- 'Summer', Arthouse Gallery, Sydney
- 2017 Sydney Contemporary, Arthouse Gallery Group Show
- 2017 'On Paper', Arthouse Gallery, Sydney
- 2014 'Under the Sun', Arthouse Gallery, Sydney
- 2013 'Mind Manners', Koma Projects, Sydney
- 2012 'Hurley Space Artist Collections', National Grid Gallery, Sydney
- 2012 'Under the Sun', Arthouse Gallery, Sydney
- 2009 '32 Artists', Ma Gallery, Sydney

# JAMES ETTELSON

## COLLABORATIONS

- 2020 Designs for Australian swimwear brand, Sause Swim
- 2018 Designs for Australian surf brand, McTavish, art board series

## SELECTED BIBLIOGRAPHY

- 'Cultured! Painter James Ettelson On Setting Fire To NFTs', Amy Campbell, GQ Australia, 29 November 2021
- 'An Artist/Surfboard Collab That Actually Works', Alistair Klinkenberg, Monster Children, 4 May 2018
- 'James Ettelson', interview by Jason Crombie, Monster Children, issue 7, June 2015
- 'People: James Ettelson,' Monster Children, February 2014
- 'James Ettelson', Real Living Magazine, February 2014
- 'Art: James Ettelson,' Brace Magazine, iss. 2, January 2014
- 'Laughing into Bank,' Stab Magazine, July 2012
- 'Artist James Ettelson,' Daily Imprint, March 2012

## SELECTED COLLECTIONS

- Artbank
- Ovolo Hotel, Woolloomooloo, Sydney



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