

Multiple Personality

Multiple



MOP

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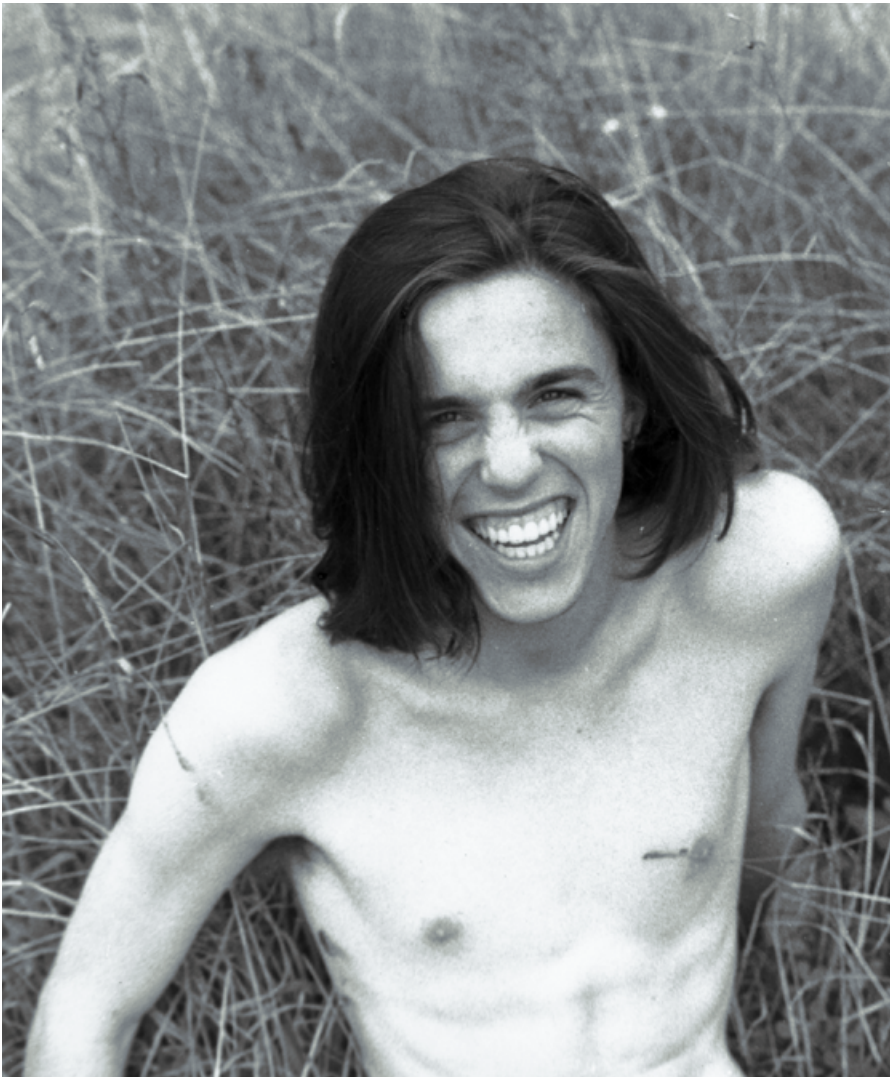
Personality

Mat de Moiser
Adrienne Doig
Sari Kivinen
Matthew Hopkins
Robin Hungerford
Ms & Mr
Pope Alice
Luke Roberts

20 September – 7 October 2007

Curated by Daniel Mudie Cunningham

Daniel Mudie Cunningham
Art School Porn, 1993



At art school in the early nineties, I described myself as a "part-time performance artist and full-time art history major." Bred on Warhol and Duchamp, I thought it pretty radical if you invented multiple personas – and boy, I had a few! We might be all fucking each other at art school, but ultimately we really just wanna fuck ourselves and our art personas are used to achieve such *jouissance*.

Then in the noughties I rediscovered my sense of persona by camping it up on MySpace and, more recently, Facebook. In other corners of cyberspace, personas with less visible real world referents exist in the guise of blogs like The Art Life, The Artswipe, Skanky Jane, and Art & Mayhem. Persona is evidently multiple in an online context as it relies less on the accountability of the word made flesh.

The last few shows I've curated have hinted at a desire to more broadly examine the conflicting and multiple currents of personality that activate a lot of contemporary practice. The art persona as a kind of found object rendered multiple and perhaps even endlessly editioned is where it's at. Where it's always been. In an article on the emergence of public persona as an artistic medium, Alison M Gingeras argues that artists often cultivate persona strategically into an "autonomous field of artistic activity, as equal as any traditional artistic practice" (*Hamsterwheel*, Toulouse, 2007). While certainly a useful way of thinking about artists and persona, it should also be said that curators are more and more driven by the projection of persona as a strategic adjunct to their practice. Where there's an art star, there's bound to be a constellation of curators out there somewhere. No stranger to the infinite cosmos, Pope Alice is, among other things, "Curator of the universe." The man behind the mask, Luke Roberts, says: "It's a bitch of a job but someone's gotta do it" (*Vanitas: Pope Alice Presents Luke Roberts*, IMA, 1999)

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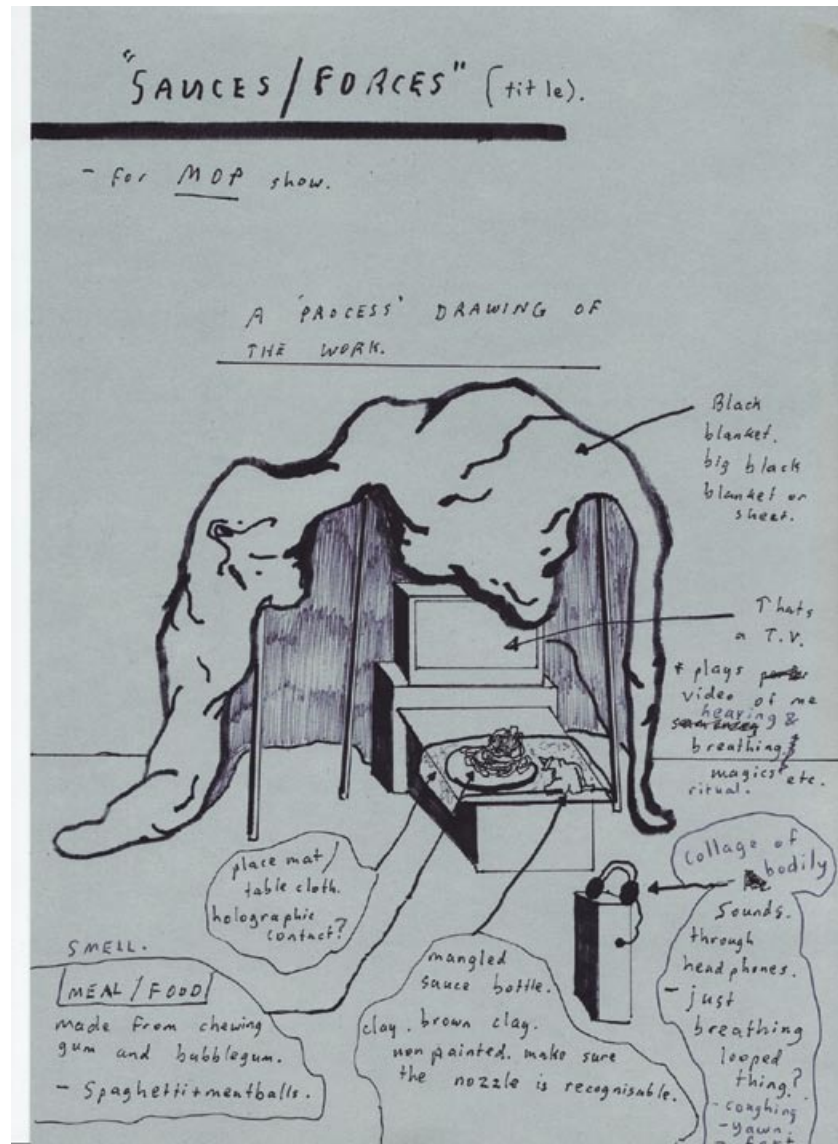
With *Multiple Personality* I have assembled a group of artists whose work demonstrates innovative regard for persona and the multiple. I was drawn to the phrase *Multiple Personality* as it aptly describes much contemporary art where reflections and fragmentations of the self are expressed through the construction of artist personas. The invention of art personas is no new concept – certainly the cult of personality drives the engineering of art star personas. In an age where art and entertainment become as indistinguishable as the distinction between an artist and an artwork, the art persona persistently negotiates the performance of self in new and challenging ways, as evidenced by Ms & Mr, Sari Kivinen, Adrienne Doig, Mat de Moiser, Matthew Hopkins, Robin Hungerford, Luke Roberts, and Her Divine Holiness, Pope Alice.

Amen. Or better still, Apersona.

Daniel Mudie Cunningham is Exhibition Coordinator and Curator at Hazelhurst Regional Gallery and a committee member at MOP Projects.

The curator thanks the artists, Julia Park, Cash Brown, Ron + George Adams, Drew Bickford, and all my personas past and present.

Matthew Hopkins
 Sauces/Forces 2007
 process drawing | courtesy the artist



Pope Alice
 Giza circa AD1500,
 from *Appearances* series, ongoing

Pope Alice Queen of Heaven 2007
 decal, size variable
 courtesy Luke Roberts and
 Philip Bacon Galleries, Brisbane



Sari Kivinen
Sibling Study Actions 2006
 video still | courtesy the artist



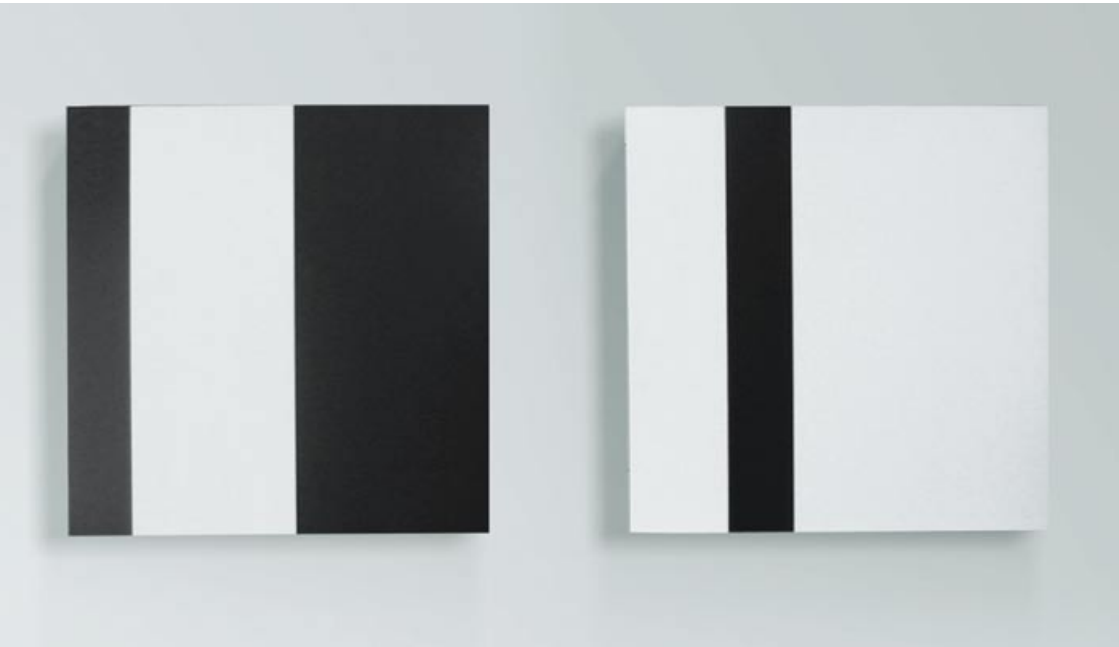
Adrienne Doig
Australiana (Part 2 Kangaroos) 2006
applique and embroidery on linen, 79 x 45.5 cm | courtesy the artist



Luke Roberts
Alice Jitterbug from *Transformer* series
1977 and DVD, 1977-2003
courtesy the artist and
Philip Bacon Galleries, Brisbane

Ms & Mr
Raiding the Same Kingdom 1992 | 2007
digital print on photorag, 90 x 120 cm | courtesy the artist and Kaliman Gallery, Sydney





Mat de Moiser
Laminate Paintings V and VI (dyptich) 2007
assorted Ikea furniture parts | courtesy the artist

Robin Hungerford
box(es) 2007
MDF, glass, fabric, mirror, motors. | courtesy the artist



