

Yves Scherer – Candid's

October 25th 2020 until January 31st 2021 | Kunsthaus Grenchen

Yves Scherer (*1987), who grew up in the canton of Solothurn, deals with "celebrity" culture, the tension between public and private space, and the influence of social media on our relationships and projections of the self. The exhibition at Kunsthaus Grenchen is Yves Scherer's first institutional solo show in Switzerland. In a site-specific installation, he presents a mixture of new sculptures, digital portraits and objects from recent years.

Candid's, the title of the exhibition, refers to the material Scherer prefers to work with: snapshots of "celebrities" taken by paparazzi, as they can be found in large numbers on the Internet. Interested in the image and its functions as well as in social issues, the celebrity culture offers the artist a multi-layered field of inspiration.

The cult around the figure of the celebrity exploded in the early 1990s, when models suddenly became superstars to provide material for the broadcasting from the emerging world of private television. The star, as he presents himself in the media and especially on the various social media platforms, is the "spectacular portrayal of a living person" who is extraordinarily successful and unique in a particular field.

Meanwhile, society seems almost hypnotized by the sight of the cliché which here is presented as "true, real life", so that we "normal people" take the (apparently) so glamorous and perfect existence of the stars as a model. Secretly, we seem to be aware that these pictures are only fiction. At the same time, we like to indulge in the illusion that we can participate in it via the Internet, social media channels, celebrity blogs and television. However, the more we as a collective allow ourselves to be absorbed by this illusion, the more we contribute to the reproduction of fiction and forget to pay attention to the experiences of our own lives.

Reflecting on this, Scherer often uses pictures of himself and his own life against images of celebrities which he finds on the Internet. This source material is then processed on the computer and with various digital technologies into sculptures, objects or lenticular prints. As works of art, they make us think about how images shape, influence and change reality, its perception and our actions.

Claudine Metzger, artistic director Kunsthaus Grenchen

BIOGRAPHY

Yves Scherer, born 1987 in Solothurn (CH) is based in New York City. In 2014 he graduated with a Master in Sculpture from the Royal College of Art in London and has since exhibited extensively in both galleries and institutions internationally. He is the recipient of a FörderpreisBildende Kunst des Kanton Solothurn in 2012 and a Swiss Art Award in 2015.