Iannatti, Eric, 'Signe Pierce brings her most viral works of Neon Hyperreality into gallery walls', Unrated, (June, 13)

http://unrtd.co/signe-pierce-brings-her-most-viral-digital-works-of-neon-hyperreality-into-gallery-walls/

Signe Pierce Brings her Most Viral Digital Works of Neon Hyperreality Into Gallery Walls

New York-based, self-described "reality artist" [Signe Pierce](), has over 30 original photographs on view at Annka Kultys Gallery in London. The solo show, dubbed *Faux Realities,* features some of the artist's most viral digital photos from her complete body of work, with many boasting 'likes' and 'reblogs' in the millions–most have never been printed or seen the inside of a gallery.

For Pierce, the series is a meditation on the increasingly murky notion of what we consider "real" in both life and art today, in the age of fake news, digital art and sophisticated editing tools. While she acknowledges the political undertones of the series, Pierce is careful to elaborate that the series "is definitely more a conceptual body of work than it is a political one." In a press release for the show's opening reception, the artist opens with a quote by French postmodernist Jean Baudrillard: "Because heavenly fire no longer falls on corrupted cities, it is the camera lens that, like a laser, comes to pierce lived reality in order to put it to death."

Pierce's photography absolutely succeeds in exploding the viewer's sense of the real. Hyper-saturated images of donut shops and nail salons certainly recall Baudrillard's *America,* obsessed as he was by these uniquely American forms of excess and decadence. And where Baudrillard's writing veered apocalyptic in tone, so too do Pierce's photos have an ominous quality about them. Where have all the people gone? Where they should go however is to London's Annka Kultys gallery, as Pierce's *Faux Realities* is still on show through to July 1.