

Swiss Institute

Amy O'Neill

HLUSA

November 14, 2012 – January 27, 2013

Opening: Tuesday, November 13, 6 – 8 PM

Artist Amy O'Neill (b. 1971) will take over Swiss Institute's exterior and interior starting November 13, 2012, in her largest North American installation to date. The exhibition is organized by Director Gianni Jetzer with Assistant Curator Piper Marshall in close collaboration with the artist.

O'Neill's impressive and varied body of work includes drawings, installations, sculptures, and videos which reference Americana, art history, and folk art. In this exhibition, O'Neill creates a super-sized environment filled with religious and cultural symbols that explore the American penchant for monumentalism in various forms.

The exhibition's title, *HLUSA*, is an initialism referencing Holy Land U.S.A., an abandoned 18-acre theme park in Waterbury, Connecticut. The attraction is featured in a large-scale video projection in Swiss Institute's lobby. Visitors to the exhibition can view O'Neill's footage of the now-decaying Biblical wonderland from a raised platform that is normally used as the gallery's office. The camera lingers over Egyptian and Israelite inspired architecture, constructed from cinder-blocks and discards. Glossy white paint, a hand painted signage, and white curtains on Swiss Institute's exterior usher visitors into this video-viewing "chapel."

Behind an obfuscating wall in Swiss Institute's main gallery, O'Neill's site-specific installation emerges: nine rows of hydrocal and burlap pyramids rise up several feet from the gallery floor. The pyramids, referencing scenes from the Holy Land video, are emblazoned with symbols referencing tweets, slang, and text-messages, shorthand that is recognizable yet cryptic. Language and position are combined, mummifying the currents of time.

Drawing from the visual vocabulary of holy rollers and pop-up churches, *HLUSA* articulates parochial America with circumspection, spurring the viewer to follow O'Neill's lead in self-expression.

HULSA will be on view until January 27, 2012.

For additional information on *HLUSA*, including press images, contact Piper Marshall:
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