



Salon 94 & The Smile Face Museum present

Joshua Abelow, Nick Atkins, Daniel Albrigo, Donald Baechler, Stefani Baron, Katherine Bernhardt, Ken Brown, Tom Bunk, E. Conner, Catherine Czacki, Alex Da Corte, Alex DeCarli, Kemi Dial, Jeremy Deller, Marcel Dionne, Drainbowland, Ben Echeverria, Karl Fritsch, Adrienne Garbini, Jack Greer, Gene Hahn, Jesse Harding, Janet Hartman, Andy Holden, Jonathan Horowitz, Michael St. John, Katsu, KAWS, Sandy Kim, Kenny King, Katie Kline, Dust La Rock, Cricket Lane, Austin Lee, Hanna Liden, Gregg Louis, Nate Lowman, Aranzazu Pola Manriquez, Carly Mark, Itsumi Max, Dan McCarthy, Adam McEwen, Matt Merkel Hess, Adam McEwen, Marilyn Minter; John-Mercer Moore, Jane Moseley, Takeshi Murata, Sophy Naess, Tony Oursler; Isaac Nichols, Grear Patterson, Oliver Payne, Eddie Peake, PettalWorks, Pablo Picasso, Richard Prince, Jason Polan, Debbie Powers, Brie Ruais, Aurel Schmidt, Bailey Scieszka, Devin Troy Strother; Baron von Fancy, Nari Ward, Rhea Wiersema, Chloe Wise, Jordan Wolfson, Betty Woodman, Carmen Yoho, Joe Yorty and Liz Zanis.

Frieze Art Fair, Regent's Park, London
October 15 – 18, 2014
Stand A1

The smile face symbol is as ubiquitous and precise as its features – two dots and a curving line. Upended to a colon and a parenthesis in text, it is our economical grammar for good feeling. It is minimal and universally readable, but ever ambiguous, omnipresent to the point of near invisibility. This seemingly innocuous and simple symbol is constantly reinterpreted within culture, readily harnessed for each era's material demands. The smile face is a product of corporate culture and counterculture, at once mainstream and subversive, highly adaptable and widely appropriated, all the while reasserting its physicality as a manufactured good. It is widely loved and reviled, a cue for the kindness of the human smile and a reminder of the sinister inflection present in artifice.

Bringing a bright, blobby abundance of smile faces to Frieze Art Fair, Salon 94 in collaboration with The Smile Face Museum present an installation of smile face iconography found in popular culture, alongside contemporary artists who employ the smile in their work.

The Smile Face Museum has devotedly collected smile faces objects of the world for more than twenty years. The collection covers five decades of the prolific smile face and presents the widespread impulse to manufacture buoyant, cheerful feeling. The collection is in large part donated by an informal network of smile enthusiasts, a labor of love enacted as an ongoing conversation between friends. The archive documents the smile face's presence in film, television, music, art, literature, and vernacular photography, examining its significance in the global market, subculture, and personal narratives.

The exhibition offers a non-hierarchical account of the little yellow figure across a wide range of artistic practices. The installation investigates historical foundations like Pablo Picasso, who famously broke faces apart to line and shape. Jonathan Horowitz has described the smile face as a veneer "like a Carpenter's song, glossing over all the things that were creating cultural anxiety in a volatile time of change – Vietnam, Woman's Lib, Watergate, the PLO, Black Power, Gay Pride." Nate Lowman revisits the smiley in his paintings, to confront our "our anxious hysteria to appear happy." In a new photograph, Marilyn Minter affixes the smile face like a sticker to her dirty and wet abstracted screens. Dan McCarthy presents the happy face in tandem with a sad face, like a ying-yang or a theater mask, on his colorful clay vessels. Aurel Schmidt's smile face is drawn from cigarette butts and burns. Takeshi Murata envisions a mirrored and multiplied smiley for a digital age, seen as a Cyclops, frightening but ultimately flat, in a CGI-drawn frame.

The Smile Face Museum was founded by curator Mark Sachs in 1992 in his Silver Spring, Maryland basement, with the directive to showcase the sacred to the profane and the commonplace to the bizarre. Artist Adrienne Garbini began working with the museum in 2013 to expand, archive, and exhibit its impressive collection, which now contains over 2,000 objects. This will be The Smile Face Museum's first international exhibition.

For more information, visit www.thesmilefacemuseum.com