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FOR IMMEDIATE RELEASE: February 6, 2006

“Now Departing”

New works by Christopher Hauck

ATLANTA, GA – Arts Without Borders Hapeville Gallery announces an exhibition of new mixed media paintings by artist Christopher Hauck February 11 – March 11 with an opening reception February 18, 7-10 p.m. The works will be exhibited first in this Atlanta exhibition before going to Berlin Germany’s Gallery Twenty-Four in April for Christopher’s first solo international exhibition. The exhibition speaks dualistically to Hauck’s artistic departure in these works as well as a preview of the works before departing for Berlin.



This series of works are an obvious departure for Hauck, both stylistically and normatively, departing from his painterly voice and approaching more of a graphic arts and advertisement aesthetic. Considering the narrative of the works, a series titled “Identity Crisis”, Hauck’s detraction explores the commoditization of identity that occurs in all socio-economic strata; the person as product. Through a mixed media of paint and marker, Hauck investigates the mutually non-exclusive blurring of consumer and consumption; the “we are what we eat” materialization of identity in contemporary marketplaces and societies that are influenced by shifting cultural norms.

The UPC’d figure is central to all of the works placing the individual’s identity squarely in the middle of the four P’s of a capitalistic culture; product, place, price, and promotion. Influenced by mass customization, on demand programming, always on multi-media information, user defined desktops, personal digital assistants, global distribution chains, and just in time inventories. All of which force the individual’s identity to the fringe. On one hand reducing our identity to a percentage point in a market share statistic and on the other hand liberating individual identity through mediated and technologically defined personas.

The works both explore, and beg the question of, where all of this leaves the individual’s identity. Is our identity determined by MAC cosmetics and plastic surgery and kept alive by way of intravenous infusions of reality TV and talk radio? The “me too” persona on slow-drip life support. Or is there a new found freedom of individual identity and global self expression, blogging, podcasting, public authoring, and cyber-dating our way through shifting cultural norms and disintegrating geographic borders all of which afford us multiple and distinct identities?

Hauck received his BBA from Georgia State University in 1998 and his M.ARCH (Master of Architecture) from Georgia Institute of Technology in 2005. He has studied painting and drawing at the Atlanta College of Art and has exhibited his work in selected exhibitions in New York, Atlanta, Fort Lauderdale, Louisville, Columbus, Denver, Pittsburgh, and Fort Worth among other locations. His studio is located in the Castleberry Hill art district in Atlanta, GA.

Arts Without Borders is a Georgia based non-profit organization dedicated to promoting the arts and business through international cultural exchange programs. AW/OB runs two galleries in the Atlanta Area, AW/OB Hapeville Galley and AW/OB Lambert Gallery in Buckhead.

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