ASSUME VIVID ASTRO FOCUS
ARTIST TO WATCH

Assume vivid astro focus (AVAF) is made up of Brazilian-born, New York-based Eli Sudbrack, the leader, and Paris-based Christophe Hamaide Pierson; they are a multi-named art collective whose multimedia output is mind-bending. The acronym 'AVAF' announces their affinity for multiplicity—it signifies a mix of specific lyrics and song titles. The duo produces art in a wealth of media, including sculpture, video, hi-fi prints and wallpaper, influenced by a myriad of sources in art, culture, fashion and music. Their work is dense with pop culture references and embraces all manner of psychedelic aesthetics, including the look of Peter Max graphics and album covers from the 1970s and the cheerful density of Kenny Scharf paintings from the 1980s, collaged together with photographic images appropriated from an array of origins. Assume vivid astro focus also is renowned for creating experiential installations. These immersive environments can include architectural structures, vinyl blow up objects, neon, lasers and strobes with music and live performance.

It was in 2003 that AVAF exploded onto the New York art scene by taking over Deitch Projects' 12,000 square foot gallery space with a massive walk-through piece, equal parts art show, Brazilian Carnival and disco club. AVAF went on to create similar works internationally (often collaborating with other artists, DJs and performers on large-scale projects). They have exhibited their work in galleries, museums, biennials, alternative venues and public spaces, including such institutions as MoMA, MOCA LA, Tate Liverpool, National Museum of Art, Architecture and Design, Oslo, La Conservera Centro de Arte Contemporáneo, Murcia, Spain, and Kunsthall KAdE, the Netherlands. AVAF is represented by John Connelly Presents, New York, and Peres Projects, Berlin/Los Angeles. -KWT