

FLASH REVIEWS

NOA GINIGER

GABRIEL ROLT - AMSTERDAM



NOA GINIGER, Too much, too little, too late (detail), 2009. 3 paper stacks, print on paper, 20 x 70 x 50 cm (each). Courtesy Galerie Gabriel Rolt, Amsterdam.

The gallery space is darkened. A few spots illuminate two stacks of large white paper sheets that lie on the floor. The left stack has the words “too much” printed on it, the right stack reads “too little.” At the far end of the space a third pile lights up. This one says “too late.” Beside this there’s nothing to see. Except for a print on the wall (of a tree upside down), which the exhibition could have easily done without: it only disturbs the harmony.

The stacks of paper are presented as sculptures by Israeli artist Noa Giniger

(1977). They have an almost sacred feel to them, caused by the strong contrast between the lightened white of the paper and its dark surroundings. The printed words, too much, too little, too late, are commonly used for all sorts of situations that somehow aren’t quite right. However, written over and over again on these big sheets they cause a feeling that something is really wrong this time — irreversible. And the fact that you can take the sheets with you forces you to think about what the words mean to you. Strangely enough, the possibility that the art work at some point might no longer exist at all only aggravates your oppressive thoughts. So you hesitate and bluntly take a sheet with you. It’s just... too much.

Manon Braat