ALMINE RECH

Shine

Oct 2, 2021 — Jan 30, 2022 | Palazzo Strozzi, Florence, Italy

Developed in close collaboration with the artist, the exhibition entitled 'Jeff Koons. Shine' hosts loans from some of the world's most important collections and museums, exploring the concept of "shine" in Jeff Koons's work—an ambiguous idea that oscillates between the dualities of being and seeming, or truth and sensation.

The creator of works that have entered our collective imagination due to their ability to merge the academic with popular culture through their references to art history and allusions to the world of consumer society, Jeff Koons has found a key principle in the idea of "shine" for his innovative sculptures and installations, which set out to question our relationship with reality but also the very concept of a work of art. The American artist's works place the observer before a mirror in which they can at once see themselves within their environment and thus experience affirmation.

As Jeff Koons puts it: "The job of the artist is to make a gesture and really show people what their potential is. It's not about the object, and it's not about the image; it's about the viewer. that's where the art happens."