

Louis B.  
James

Maayan Strauss  
*I Love The Way You Use This*



May 15 – June 21, 2015  
Opening Reception Friday May 15, 6:00 to 8:00

Louis B. James is pleased to present *I Love The Way You Use This*, an exhibition of new photographic works by Maayan Strauss. Integrating artistic and commercial strategies, the installation highlights the role of technology in the mediation of romantic love. Adopting the language of a retail space, *I Love The Way You Use This* includes stacks of pre-packaged works, various display models and what the artist describes as a 'play table'-- a large sculpture which displays the objects and makes them available to be handled by anyone.

Through the presentation of these small objects, unique photos mounted on both sides of small MDF bricks, Strauss favors the tactility of the handheld image, literalizing the concept of the touch-screen by allowing the viewer to hold, flip, arrange and organize the images. Engaging with the ubiquitous interactivity of most of our daily devices, these objects however are merely serving as picture holders. Through their lack of actual function, are reminded of the inanimate nature of our devices that, for the purpose of this show, are translated into 'dumb' bricks to hold and flip.

The photographs, eliciting a generic or commercial feel of stock photography, are in fact all personal artifacts and romantic memorabilia represented through actual and staged events. This blurring reflects another confusion: do the tools presented to us (apps, emojis, social media, etc) set the function as well as the need?

The presentation and style of the photographs mask an intensely personal reflection on the way technological devices mediate, amplify, suspended or mutate our most intimate and personal experiences. The installation stages an encounter with the photographic image in a peculiarly material form, offering an object of desire to replace an object of affection. The image substituted for the experience of romance is itself an experience — an experience of materials and surfaces. It is more familiar than we care to admit.

Maayan Strauss (b. 1982, Jerusalem) lives and works in NY. Her work has been exhibited at the Givon gallery and Rosenfeld gallery in Tel-Aviv, The Herzliya Museum of Contemporary Art, The Israel Museum in Jerusalem, Artlot in Brooklyn, Storefront for Art and Architecture and The Bi-City Biennale of Urbanism and Architecture in Shenzhen, China. She founded Sushi Bar gallery in Brooklyn and currently launched the Container Artist Residency as part of WorldWide Storefront. She is an editor of *Art Handler Magazine*. Strauss received her M.F.A in photography from Yale in 2012 and a professional degree in Architecture from the Bezalel Academy of Art and Design in Jerusalem (B.Arch, 2008).

Louis B. James is located at 143b Orchard Street, NY NY 10002. The gallery is open from Wednesday through Saturday from 11:00 to 6:00 and Sundays from 12:00 to 6:00. For more information please email [info@louisbjames.com](mailto:info@louisbjames.com) or call 212 533 4670.