

rachel uffner

LANCIA

TREND V I S I O N S

'NO ALOHA' BY STRAUSS BOURQUE-LAFRANCE, THERE'S NO FIREPLACE LIKE HOME



Part amusement park, part Stonehenge, add a touch of Las Vegas kitsch and the totemic minimalism of certain suburban shopping centers. All this is "No Aloha", a bizarre contemporary home as envisioned by Strauss Bourque-LaFrance and put on display at [Rachel Uffner Gallery in New York](#).

On top of a white and black-striped carpeted floor a personal reading of the domestic hearth takes the stage: from the traditional home to the modern one. A visual condensation of abstract paintings and sculptures with linear forms, built with synthetic, ready-made materials.

The iconic protagonist of the exhibition is the fireplace mantel, once a traditional symbol of domestic life (formally a kind of triumphal arc), which in the early 90s became a mass product present in many American homes, a sort-of pop family altar, on which to display photos and other family memorabilia.

And so then Strauss Bourque-LaFrance rereads it in form, filling it with color and optimism. With a style that teleports us directly back to the Memphis movement and the 80s, thus making even the paintings of the exhibition less abstract and more accessible: these hybrid, ambiguous media at a crossroads between fabric, smartphone and commercial or museum display window.

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