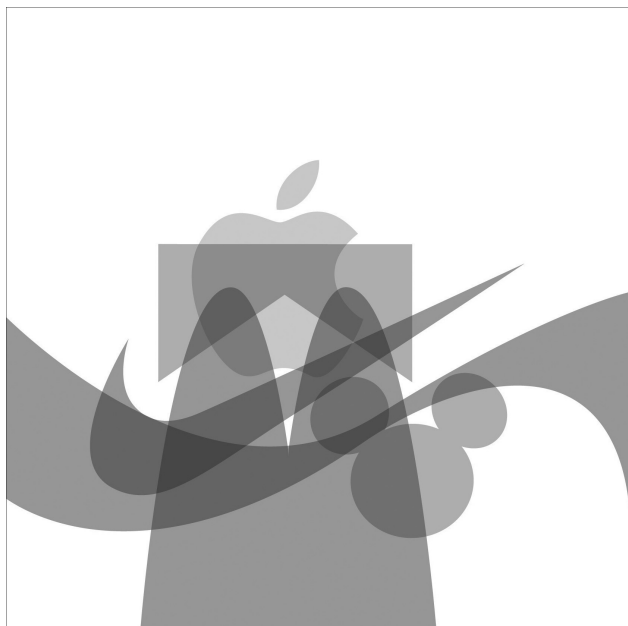


ORCHARD WINDOWS GALLERY PRESENTS

EGON ZIPPEL MMMNCA (SUPERLOGOS)



painting ~ sculpture ~ animation

March 7 – April 7, 2013

RECEPTION: Thursday, March 7, 6-9pm

37 Orchard St. (Between Canal and Hester)

We see them every day. We have lived with these logos for so long they are imbedded in our collective subconscious, a part of the human scenery. Egon Zippel manipulates these symbols and forces us to look at them in a new way. He has taken six of the world's most well-known logos namely **McDonalds'**, **Marlboro**, **Mickey Mouse**, **Nike**, **Coca-Cola** and **Apple** and uses them as building blocks to create new "super" logos. Corporate logos have been imposed upon the world's landscape, and Egon has exploited their precious symbols to build up a body of iconography that spans over the last 25 years. His concept resonates now more than ever. Trusted images are combined to create landscapes, conglomerates, logo-friezes, infinite animation and gold sculptures. Cunning, hypnotic icons painted on canvases distressed by everyday use illustrate the sharp contrast between the life we are promised by corporate hype and the messy reality that daily life gives us.

Egon was born in Timisoara, Rumania, 1960 to German parents. When Nicolai Ceausescu rose to power in 1964, the Zippels decided that an urgent relocation was necessary and chose to settle in Heidelberg, Germany to begin life anew. Egon studied graphic design at the University of Mannheim; then received a Fulbright Scholarship to Georgetown University, Washington D.C. 1984-85 and the University of Texas, Austin. In the years that followed, Egon studied computer graphics at the New York Institute of Technology and continued his postgraduate studies at the Institute for New Media at the Staedel Art Academy Frankfurt. In the early 90s he moved to Italy and returned to NYC in 1996. Egon Zippel resides in the Lower East Side and maintains residences and studios in Berlin and Khajuraho, India.

Egon believes in both predetermination and free will. He wrestles with this contradiction daily and keeps his life complex.