

10:10

William Koone  
February 26 - April 2, 2016  
City Limits

The (blank) of depiction  
comes close to being alchemy.  
Alchemy sought the irreducible  
qualities of a thing.

In alchemistic terms,  
gold was a combination  
of  
yellowness,  
weight,  
pliability,  
malleability,  
and so on.

If one could induce all these qualities  
in an element  
then  
one would have gold.



A watch must be watched to witness time's movement. Since about 1926, for purposes of symmetry and to highlight the brand's logo, commercial photography has let time stand still at 10:10. The hands, hour on the left and minute on the right, mirrored, give the impression that the clock is smiling. Taking the ambivalent posturing of objects and people found in everyday photography, along with the intrinsic trade language of its commercial application --invisible supports, slogans, fonts, and props as a point of departure, William Koone presents a group of new sculptures which examine and reconfigure the industry surface and the suspended timelessness of the image fantasy it braces and shapes.