

• FOR IMMEDIATE RELEASE •

**Zach Reini**

*Not Much Will Change When I'm Gone*

May 17 – June 15, 2019

Opening Reception: Friday, May 17th, 6 - 8 pm

Free and open to the public/ Artist in Attendance

David B. Smith Gallery is pleased to present *Not Much Will Change When I'm Gone*, a solo exhibition of new works by Zach Reini.

For his debut with the gallery, Reini will present a diverse array works ranging from shaped canvas panels to found object assemblage. Rendered in his meticulously crafted style, he takes inspiration from cultural ephemera of the '90s, namely, Pogs. Envisioned as the embodiment of disposable trends, imagery, color palette, and composition are culled from classic Pogs, which are then reproduced in comparatively monumental scale. In his futile effort to return to the blip in time when Pogs enjoyed popularity, Reini questions the utility of nostalgia and the fickle nature of commercialized cultural systems.

Pogs, also known as milk-caps, were the primary elements of a game that swept 1990s by storm. Highly collectible, with customizable game-play, the rules of Pogs could change from person to person, effectively posturing itself as vehicle for individuality. Now almost entirely forgotten, aside from the occasional nostalgic remembrance, the rise and fall of Pogs as cultural icon acts as metaphor for larger social systems. Reviving imagery and phrases printed on the original game pieces, Reini conjures the past to then preserve in a New Age tomb.



Image: Zach Reini, *The Jokes on You!* (panel 1 of 4), 2019, spray enamel, acrylic, and latex on canvas over panel, 36 x 36 in. (91.44 x 91.44 cm)

Part weighted rumination on the nature of success inexorably marked by capitalism and part bold visual frenzy, Reini tempts deeper realization by revisiting a mercurial flash in the pan. *Not Much Will Change When I'm Gone* rifles through the past to better understand the present, pulling out dusty old boxes from the back of the closet only to find that things are pretty much the same.

**About Zach Reini**

Zach Reini (b.1990) has gained notoriety for his paintings and sculptures that use a visual archive of popular and subcultural symbols in constant cycles of appropriation. Reini exploits this open field of imagery with a wry aesthetic to create objects at once familiar to many contexts, yet particular to none. Reini's artwork has been exhibited in the US and Europe including solo exhibitions in Miami, Chicago, New York, Kansas City, Milan and Denver. His works have been displayed in multiple art fairs including NADA New York and Miami as well as Material, Mexico City, ArtBo, Bogota, and Untitled, Miami Beach. Reini has been featured in a solo exhibition at the Boulder Museum of Contemporary Art, and was most recently featured in the exhibition *Thief Among Thieves* at the Museum of Contemporary Art, Denver.

**About David B. Smith Gallery**

David B. Smith Gallery is committed to presenting intelligent and culturally relevant exhibitions in its Denver location, featuring the region's most important emerging talent alongside internationally recognized artists. Through its curatorial program, participation in art fairs, and extensive media coverage in publications such as *Art in America* and *ARTnews*, David B. Smith Gallery has cultivated a strong regional, national and international collector audience. *The New York Times* hailed the gallery as offering "an exciting contrast of cutting edge works" and *The Denver Post* declared that it is the "premiere commercial space" in Denver. The gallery also maintains an active publishing division, which produces exhibition catalogues and editions.