

## MEDIA RELEASE



### ROSS COULTER, *IWORK*, STUDIO 12

EXHIBITION DATES: 18 SEPTEMBER–24 OCTOBER 2015

EXHIBITION OPENING: FRIDAY 18 SEPTEMBER, 6–8PM

Gertrude Contemporary is pleased to present a Studio 12 exhibition by current Studio Artist Ross Coulter, titled *iWork*. Coulter is renowned for his photographic and filmic work in which he is frequently pictured as a protagonist. *iWork* is a new moving-image work that captures Coulter narrating the skill set and willingness to work of the generic job applicant. Of the new film, Coulter says:

*Seeking: Driving force to develop and explore new market economies. We are looking for a clear communicator, team player and independent thinker. Your ability to excel under pressure will see you thrive in this role. This is a company with a reputation as a leader and innovator in the field. We are looking for a fresh perspective, offering flexible conditions; the base salary is the envy of the sector. This is an employment opportunity to work in a dynamic environment. Conditions. Industry. Sector. Global reach. Family-focused. Work-life balance. Ambition. Long-term. Short-term. Applicants will demonstrate effective standards-based practices. This is a unique opportunity for someone qualified in the field.*

*An equal opportunity employer.*

Ross Coulter is a Melbourne-based artist who is currently known as the guy who is taking photographs of an audience gathered in an empty gallery, in which there is no art, watching a performance that doesn't exist: In every gallery in Melbourne. Having shot over 70 galleries he has almost finished this project. Ross was previously known as the artist responsible for coordinating the release of 10,000 paper planes into the State Library of Victoria (the paper plane guy). He has exhibited locally and overseas but never interstate. Ross has received a number of awards, but not enough to give up his day jobs.

Image: Ross Coulter, *iWork* (video still), 2015.

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