

SLEEK 55

AA Bronson, Christian Jankowski
Cat Marnell, Clemens Schick
Kirstine Roepstorff, Raf Simons
Julia Stoschek, Alexandra Pirici
How to Succeed at Failing



eur 10 ch 13 dk 75 uk 10 usa 15
Autumn 2017 Barcode: 4196062210009-55

publishing, promoting, exhibiting, archiving and distributing artists' books, videos and multiples.

As anti-LGBTQ policing increased in Toronto, however, the trio relocated to New York in 1986. In 1989 and 1990 respectively, Partz and Zontal were diagnosed HIV positive and General Idea's artistic output shifted from cultural critique towards a form of activism. In what became a public art project entitled "IMAGEVIRUS", for example, they replaced the letters of Robert Indiana's ubiquitous "LOVE" logo with "AIDS". Pills also became a recurring motif: Warhol's silver cloud balloons became pill-shaped; sculptures of various dimensions represented Partz and Zontal's pharmaceutical intake. One of these works covers Bronson's living room wall; blue, green and red pills provide the backdrop for our conversation, a clear sign that Bronson has not, and will never, let go of General Idea.



» [General Idea] said we wanted to be famous, to be glamorous, to be artists, but it was said with tongue in cheek and no idea that it could ever happen. You don't think of famous artists coming out of Canada «

Defying Time

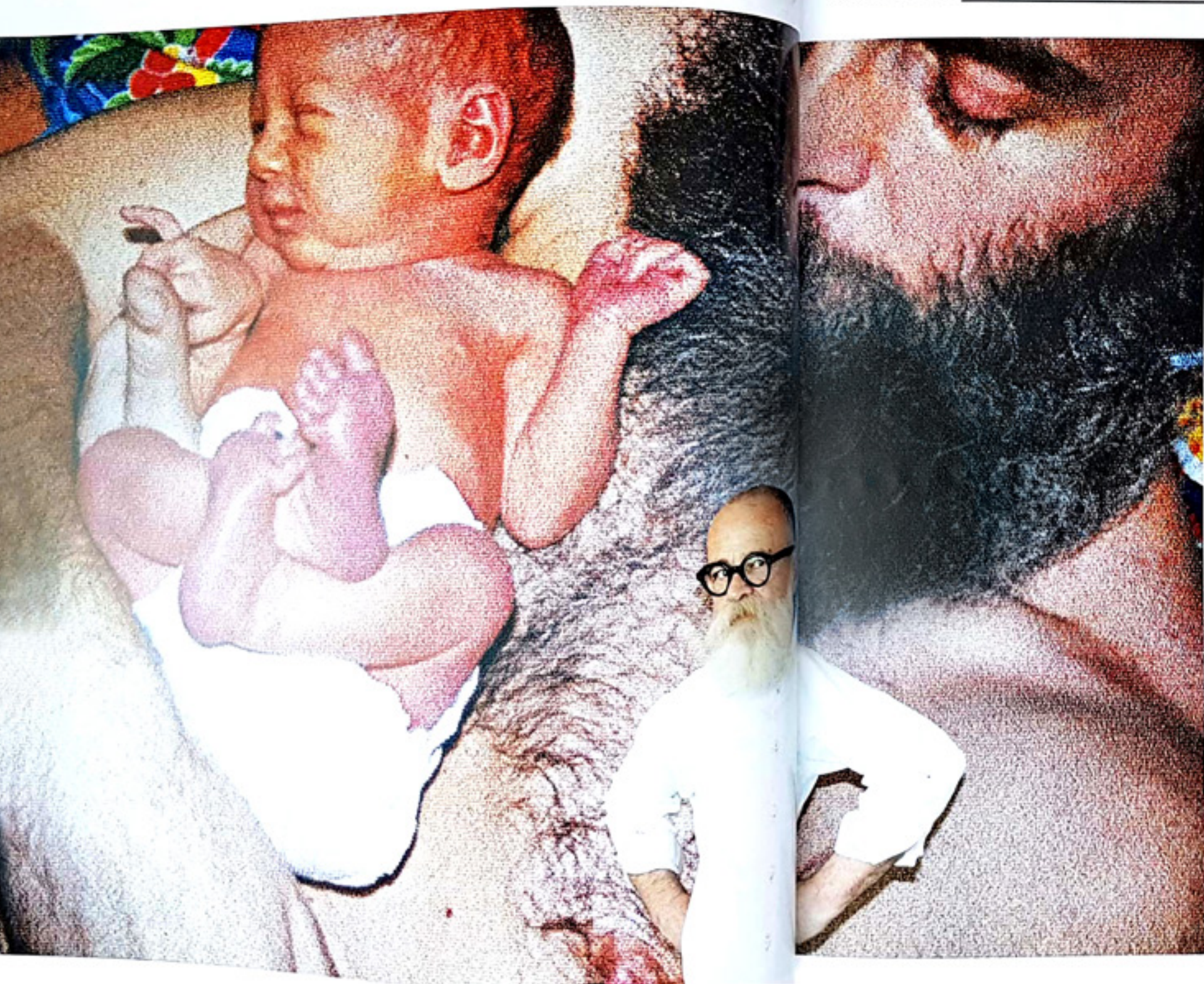
Text by
Emily McDermott

Canadian conceptual

Photography by
Christian Werner

Styling by
Lorena Maza

artist AA Bronson is preparing for major institutional reflections on his former collective General Idea as well as engaging with his ancestor's persecution of Native Americans



AA Bronson in front of *Anna and Mark*, February 3, 2006, 2002. His portrait of his husband with their premature daughter at the age of 30 days. AA wears a hand-embroidered shirt by MJKVL.

» *[General Idea's] early work is almost a satirical response to what we saw across the border, with the Andy Warhols of the world. We were acting out being famous, glamorous artists, when in fact we were penniless artists in downtown Toronto.* «