

GALERIE VAN GELDER

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PRESS RELEASE

JILL MAGID

'Tall Tale small scale', 29 March - 4 May 2003

In the front space of Galerie van Gelder a film loop is shown called 'LEGOLand' by Jill Magid (1973 USA), in which a camera, bound to the artist's ankle, looks straight up a her skirt. In the background one sees skyscrapers at night. While the leg with the camera appears stable like architecture, the actual architecture becomes mobile. In the exhibition 'Tall Tale small scale' notions of large/miniature, intangible/close, elite/public and image/mirroring are exposed from different standpoints.

In the next space one is welcomed with a blue text reading "Dear Passenger,". A colossus of porcelain towers four meters towards the ceiling: the Empire State Building of New York. The work, entitled KLM House 85.5, exists out of hundreds of relief tiles, which Jill Magid has made at De Porseleyne Fles in Delft the past three months. Displayed on mirrored shelves around the majestic Delft Blue tower is the full collection of KLM Delft Blue miniature houses. The miniatures, filled with the Bols Jenever alcohol, are based upon characteristic, Old Dutch Houses. They are given away to First and Business Class passengers flying KLM. Both the scale of Magid's tower and the KLM miniatures are 100:1 proportion to the original buildings. KLM *Royal Wing Business Class Elite* collectors have been so kind to give their collections temporarily on loan for this exhibition.

The work of Jill Magid has a high grade of empathy. In the front space she looks for a kind of erotic relation with a skyscraper in the video work 'LEGOLand'; In the larger gallery space she brings a gigantic building back to a 4 meters high sculpture, in order to create more accessible proportions. The play between image and mirrored image should be seen in this respect as well. It is her irrepressible inner drive to empathize with not only individuals or groups of people, but apparently also with buildings. She says: "My work is about finding ways through telling *tall tales** and of getting access to something which is big or unknown to me. I like to bring big things back to personal proportions."

KLM gave Jill Magid the permission to name her porcelain Empire State Building KLM house number 83.5 and she managed to have the jenever sponsored by BOLS. KLM financed the production of the sculpture and stewardesses served the drinks during the opening. In this way both companies committed themselves to her project, ensuring House 83.5 a place in the KLM Miniature Collection. An artist's publication of GALERIE VAN GELDER EDITIONS shows all porcelain KLM houses which have been produced until now, including #83.5 of Magid, only glued in as a tiny folded pop-up.

The invitation card of the exhibition is a graphic work on its own, which is available in a limited edition of 10 - numbered and signed - as a GALERIE VAN GELDER EDITIONS as well. It shows a text with a KLM miniature house in the form of an ashtray. The original Delft's Blue KLM houses are given away by the flight company as a drink and not as a gift. Otherwise KLM can be accused of illegal competition. On alcohol-free flights to the Far East ashtrays replaced the drinks so that *Royal Wing Business Class* would not miss out on a miniature house. Until today it is a very hot collector's item.