

Elizabeth Orr  
Loss Lead  
April 4 - May 3, 2015



Loss leader or loss lead is a term for a marketing strategy: a commodity or service that is offered at a reduced price, intended to lead to subsequent sales of other items or services with the expectation of long-term profitability.

In relationship to perceptual scenarios of glass panes obscured with flavored yogurt, Orr's works use the language of promotional video and side-scroll gaming to explore a strategy of loss. The videos are set in two different economies of New York state: the facade of a law firm on Poughkeepsie's main street and a conference room in the New York Times building on 8th Avenue.

Elizabeth Orr (b.1984 Venice, CA) is a research-based artist who works with video, installation, performance, sculpture and text. Working with intuition and research, her studio practice involves an interrogation into philosophy and methodologies of thought and representation. Her work proposes that methodology of thought can be materialized in art, literally how it is made, moved, and how formal qualities of art practice dictate a means to an end. She received her MFA from Bard College in 2014 and has been part for the ongoing collaboration No Total based at Artists Space Books & Talks since 2012. Her work has been shown at Recess, Bodega, If I Can't Dance I Don't Want to Be Part of Your Revolution, Nurture Art, MoMA, MOCAtv, Philadelphia Institute of Contemporary Art and Harvard University Carpenter Center. This is Elizabeth Orr's first solo exhibition in New York.

Front to back from entrance:

*Gaussian Catharsis*

HD video  
4:00 minute loop  
2015

*Ghost Posture*

bronze glass, formica, felt, weights  
72w x 60h x 42d  
2015

*Projected Return*

glass, formica, flavored yogurt, foam, steel  
36w x 72h x 12d  
2015

*Loss Lead*

HD Video  
4:40 minute loop  
2015

*Loss Leader*

Poster in collaboration with Eric Veit  
13w x 19h  
2015