Daniel Diamant

Redrum
blunk Visningsrom for kunst, Trondheim
1 – 3 maj 2015

In the exhibition *Redrum*, a series of monochrome paintings depict the precise colour codes of well known brands.

I wanted to go to my studio, do an honest days work and then go back home to my family. My body told me not to disguise myself, I will stand by the assembly line, I am a worker.

I was trying to create a formula for my practice, producing an endless series of works, where the artist becomes a machine, with strict rules in relation to colours and shapes. In the search of something everlasting, limiting myself became my solution.
The view from my window created my palette. Trains, walls, and trucks, all decorated in fields of colours.

The upbringing in the countryside, near a small town, living on mass production, our parents worked in the factories, we bought everything at the supermarket and we listened to music supplied to us by the hit charts. We were never able to look past the visual; everything had a function, dictated by others instead of ourselves. This was one of the reasons for me to eventually become an artist. I wanted to juxtapose the colour fields already imprinted on my mind.

The colours are there for everyone, for me to relate to. If I choose to paint with cadmium red or English red is irrelevant for others because I am irrelevant for them. If I instead choose to present two canvases in relation to each other, where one is painted using McDonald's Pantone 485 C and the other one is painted using Coca Cola's colour code, then I'm presenting two nuances that already exist in the mind of the beholder. What I do is organizing and reorganizing, presenting differences in size.

All those hours invested in creating the colours used by well known companies made the colours so much more meaningful to me rather than something I would have created myself. That they also appear both consciously and unconsciously in our surroundings and in the outskirts of our subliminal minds makes the experience of the paintings far deeper than just something visual.