Imai Yusk

SOLO EXHIBITION

*Lost at Last*

March 12th – April 13th

IMAI YUSK

Despite being born in the United States, and of Japanese descent, it is the vibrant city energy and graffiti culture of his home town São Paulo that has played the most distinctive role in developing Yusk Imai’s artistic vision.

Yusk represents the vanguard of a new generation of emerging Brazilian artists. His style transcends that of the hackneyed, common place street art often seen gracing street and gallery walls and is the very reason that he is universally considered a unique character.

Yusk’s works are emotionally rich with spiritual messages and ask questions about human nature, our aspirations and our identity. His fine motifs and distinctive palette are an unquestionable nod to the masters of Art Nouveau.

“Hello,

So here we are… finally lost.

We’ve come a long way from Steve Jobs introducing the first iPhone in 2007 to the first concepts of social metaverse, blockchain based systems and the digital scarcity concept. After 15 years of interacting with this particular device, I can feel a strong shift in my general perception and behavior as a social being.

“Lost at Last” started as (and still continues to be) self-criticism. It is about me trying to finally understand how impactful this device was/is/will be in my own life, what’s really being offered through the use of it and how it affects me in every possible aspect. This show is not about right or wrong, it's not about judgment or me offering you any kind of answers for the problems that I bring to the surface through the pieces and its provocative titles.

It was built out of afternoon walks hoping the countryside landscape would help me deal with depression, it was built out of a few anxiety attacks, late night talks with my partner and some more intense therapy sessions as a consequence of this unrestricted, unsupervised and unaware usage of technology that is not, by far, friendly as the logos and its interfaces are trying to paint it.

Personally, I am not against human and technology integration, quite the contrary. But we should move with caution, we should understand the risks.

This series helped me understand a little bit more about how to digitally exist, how to digitally behave and consequently how to physically do the same.

I hope it can help you too.

If I may, I'd like to dedicate this show to my partner Nayara, who played an important role in the development of this particular series.

Thank you all for having me in your city and for being part of this show with me.

I feel very honored and privileged to be here.”

~ Imai Yusk.