

Andrew Moncrief
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<http://andrewmoncrief.com/>

Long statement

Canadian artist Andrew Moncrief's bold, poetic works are concerned with the constituent parts of self-representation in our highly connected digital culture. Multimedia platforms allow one to transform and preserve the image we desire to portray. Consequently, his work composed of hyper-contemporary portraiture aims to deconstruct the performative aspect of existing in an era when the digital presence constitutes a substantial part of our identity.

Under constant societal pressure to fit into a very rigid image of manhood, Andrew grew up, like many others, with the prevailing wish to fit the traditional portrayal of a man. The working class environment surrounding the artist, where masculinity is closely tied to physical strength and labor, left very few options in the expression of one's identity - a very rigid idea of what a man should be like. The sword of Damocles hanging by a thread above our head, waiting for the slightest gesture, comment, or interest that did not fit the idea of masculinity. A constant feeling of inadequacy shapes the way one sees himself and curates the image we want to project to the world. The manipulation of the human form in Andrew's art portrays an abstract idea of the body and ultimately the distorted vision people have of themselves.

Through a process of deconstruction and fusion of masculine body parts found in vintage homoerotic magazines, Andrew Moncrief's work bridges the gap between internal feelings and external appearance. Assembling the anonymous body parts in photoshop allows the artist to symbolize the process of creating an ideal representation of the male anatomy. These bodies, and the complex research and process behind them, offer a parallel with the contemporary concept of research for perfection and validation.

The bodies become blurred through the brute force of gestural painting conceptualizing the vision of the artist. Curves and bold colors coincide with textures and softer tones; limbs seem to float away from their ties to rearrange themselves, surrealistically, on the fine-grained areas of the canvas. The bodies might be imagined, but the multilayered composition suggests a conceptual idea, balancing on the edge of complete abstraction.

Later, by understanding the delicacy and inconsistencies of our physicality, whether, through aging, body training, or smartphone filters, Andrew Moncrief was compelled to conceptualize ways to portray his subjects, through an amalgamation of fetishized masculine body parts. The era of social media and its effect on the deliberate digital construction of ourselves and its public display go directly with the artist's vision in creating these masculine prototypes, suspended through time in cyber platforms. Andrew's interest in perfecting the body led him to create a digital persona that tips the scale from traditional human representation to metaphysical abstraction.

Short Statement

Canadian artist Andrew Moncrief's bold, poetic works are concerned with the constituent parts of self-representation in our highly connected digital culture. Andrew conceives the painting process as an elaborate choreography of multiple layers balancing anatomical representation and gestural abstraction. Revolving around the post-internet idea of the body and digital personae, hypersexualized bodies, and the masculine archetype, his works suggest the themes of the rise of body culture, and at other moments seem to depart into a more abstract, ambiguous idea of incongruity and grotesque. Curves and bold colors coincide with textures and softer tones; limbs seem to float away from their ties to rearrange themselves, surrealistically, on the fine-grained areas of the canvas. The bodies might be imagined, but the elaborate multilayered composition suggests a conceptual idea, balancing on the edge of complete abstraction.