

**FOR  
IMMEDIATE  
RELEASE**

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# **CODY CHOI: THE THINKER**

**DECEMBER 7—JANUARY 4**

Deitch Projects is pleased to present Cody Choi's *The Thinker*, an exhibition of seven life-sized sculptures made from toilet paper saturated with Pepto-Bismol. Based both on Rodin's iconic image and on the artist's own anxious posture, the work reflects the challenges an Asian artist faces in reconciling his own artistic tradition with the art of the West.

The artist was so anxious about fitting into America when he arrived in Los Angeles from Korea as a high school student that he had to soothe his upset stomach several times a day by drinking a bottle of Pepto-Bismol. Pepto-Bismol became his saviour, and the viscous pink liquid became his favored artistic medium, loaded with personal associations. Pepto-Bismol and toilet paper became for Cody Choi what fat and felt became for Joseph Beuys. Cody Choi's nervous stomach and his anxiety in dealing

with Western people and Western art eventually led him to the challenge of taking on Rodin's *Thinker*. The artist himself assumes seven variants of the famous pose building up his form over a wooden armature with over 2,500 rolls of toilet paper soaked in pink Pepto-Bismol. The artist went through more than 20,000 bottles in the process.

Choi's work explores the confusion between Modernization and Westernization that has developed in countries like Korea. The artist addresses the difficult challenge of fusing the Korean aesthetic tradition with the Western visual vocabulary that has dominated international Contemporary Art. Choi's Asian perspective reflects the new artistic energy coming from non-Western cultural traditions that is significantly expanding the visual language of Contemporary Art.

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