

# Time Out New York

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## Jim Isermann, "Vinyl Smash Up 1999-2007"



Installation view

★★★★★  
**Deitch Projects**, through Aug 4  
(see Soho).

Jim Isermann now makes furniture and carpeting designed to accompany the sort of Op art-inspired vinyl decal works displayed here—and knowing that only makes this installation seem somewhat disappointing. Sure, the geometric, acid-colored patterns covering the walls of Deitch's cavernous space are vibrant. But what are meant to be site-specific works engaging "the subtle variations in shape and light of the gallery," to quote the press release, are in fact old works brought together in this eponymous "Smash Up." The results are more akin to a wallpaper display than to an artist installation.

Take *Portikus, Untitled (0900)*, from 2000: Originally designed for the

Portikus in Frankfurt, it runs along the longest wall here. A silver Mylar matrix of repeating circles contracts as it spreads out from the center, with the intended effect of making the surface appear to subtly bulge. But this optical trick literally falls flat, thanks to a wall that's too large and a pattern that's too small to carry it off.

In the loft above the main gallery, one is reminded of the razzle-dazzle Isermann is capable of. Two perpendicular walls are covered in bright-orange square decals, each overlapped by capsule shapes. On top of this bright, busy pattern hangs a yellow geometric sculpture composed of vacuum-formed plastic modules. Surrounded by this mesmerizing interface of color and pattern, the viewer is treated at last to the entrancing optical buzz that one expects of Isermann's illusionist environments.—Jane Harris

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