

ARTFORUM

Pipilotti Rist

MOMA - THE MUSEUM OF MODERN ART

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Neuroscientist Larry Young recently suggested that a love potion could be on the pharmaceutical horizon. A trip to MoMA might convince the doctor that Swiss artist Pipilotti Rist has already perfected the formula. For the price of admission, visitors can sample her professed “spiritual vitamins” in the form of a colossal video installation in the building’s atrium. Barefoot spectators can bliss out on the doughnut-shaped blue couch amid concentric circles of plush carpeting—all meant to evoke an eye. Awash in luminous color, which is cast by the twenty-five-by-two-hundred-foot wraparound projection, the installation is fundamentally about vision, though not only in the optical sense. How visitors see good and evil, femininity and masculinity, and their own individuality vis-à-vis the collective are a smattering of the many questions about perspective that float like lily pads and strawberries in Rist’s waters. One particularly memorable scene pits a snow-white woman against her porcine black doppelgänger as they simultaneously devour apples. The kaleidoscopic images fluidly transition from Edenic euphoria to a harrowing glimpse of environmental degradation; however, following Rist’s imperative, visitors to *Pour Your Body Out (7354 Cubic Meters)*, 2008, seem to be less interested in looking than in corporeal experience. To the trippy sound track, weary tourists nap, couples canoodle, and children playfully hit their mothers with the hot pink pillows. Call it relational aesthetics at its most heartwarming; to this viewer, it looked a lot like love.



View of “Pipilotti Rist,” 2008.