

NIGHT GALLERY

ck one daily

Night Gallery is excited to present the work of Jaya Howey, Shawn Kuruneru, Nevine Mahmoud, Rose Marcus, Shimon Minamikawa, Chadwick Rantanen, Anna Rosen, Kathleen Ryan, and Carter Seddon in *ck one daily*, an exhibition opening Saturday, July 12th, and running through August 2nd.

In branding, fixed identities operate as boundaries and solutions are temporary. Calvin Klein's *ck one* fragrance was launched in the mid-nineties as part of a larger ad campaign, in which the brand introduced a muted, anemic, ambiguously-gendered look that was antithetical to mainstream fashion at the time. To glamorize images of the formerly marginalized was a provocative advertising choice and the iconic look became synonymous with the Calvin Klein name, as well as with the nineties, even after the company moved onto a different aesthetic at the end of the decade. The *ck one* sub-brand now seeks to evoke a sort of faux-timelessness. In 2014, the *ck one* fragrance promises access to a persistently floating non-history. *Ck one* offers youth as an attainable, democratic, universal state. *Ck one* is "shared".

Ck one daily acknowledges its provisionality. It rests in the present.

Formalism is a way to refuse categorization.

Making is a way to offset place from experience.

Picturing is a way to fake a time-stamp.

History is built through place and repetition. *Visit a 99-cent store, two, three, ten days in a row.*

Ck one daily knows translation is constant, generative, simultaneous.