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Paddy Johnson, Mary von Aue, Juliet Helmke, Sissi Cao and Helen Holmes, "Arts Power 50: The Changemakers Shaping the Art World in 2019," *Observer*, April 1, 2019

# **Arts Power 50: The Changemakers Shaping the Art World in 2019**

By Paddy Johnson, Mary von Aue, Juliet Helmke, Sissi Cao and Helen Holmes • 04/01/19 10:30am



The art industry changes fast. Spurred on by artists who are bringing forward new ideas and radical aesthetics into the discourse, this is an industry where those who promote, represent, exhibit, sell, critique and generally support art have to stay

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nimble. For this reason, Observer takes a moment each year to consider the power players impacting the arts. This industry is a complicated ecosystem, but we look to the changemakers both behind the scenes and in the spotlight to see who is building the future zeitgeist.

#### **Awol Erizku**



Awol Erizku. Jeff Vespa

At 31, Awol Erizku's career is ascendant. His photographs, with their easily recognizable style, treat figures and objects as still lifes arranged for texture, color and beauty. This aesthetic has made him something of a celebrity and media magnet. His work as a commercial photographer and as a fine art photographer intersects in ways that tend to be mutually beneficial. For example, while Erizku may be best

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known for his 2017 photograph Beyoncé used to announce she was expecting twins, it was his rising art career that secured that gig.

This year, his pictures ran in the September issue of *Artforum* in a special series of still lifes spread across the magazine and, simultaneously, a more commercial series of photographs of Ruth E. Carter costumes were commissioned for *The New Yorker*. (This work followed his now-iconic shots of Donald Glover earlier that year.)

All of this work seems to connect to his current collaborative project with floral designer Sarah Lineberger and Hand & Rose, a flower and art object delivery service. The website's photographs have Erizku's trademark color palette, and they run a truck service selling their wares with a weekly schedule published on their website.

"There's an aspect in my work that I want to be universal," Erizku told *New York Magazine* in 2015. Four years later, it's clear his aspiration has become a reality.

—P.J.