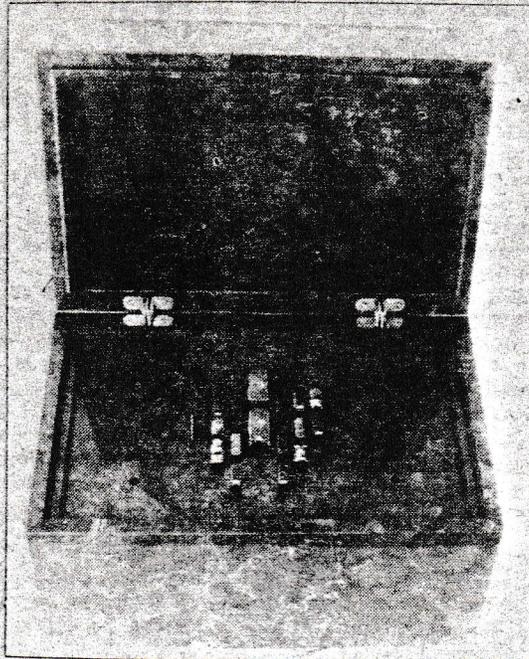


PICK OF THE WEEK
L.A. WEEKLY
MARK MADEL

Pick Of The Week



Austin

Mark Madel takes note of telephone answering machines, the audience for *Tron*, and the ubiquitous space age computer systems that control much of our lives with much incompetence. In "Technology on Parade," Madel exhibits three machines which stand as ironic and amusing criticism of the society's post-industrial devolution. All the works are boxes of various sizes covered with Formica, in either imitation marble or metal. The elegant brown box, shown above, opens to reveal silicon chips that recite a wry text in nasal electronic tones.

"We love you . . .
please stand by
We trust you . . .
one moment please
We respect you . . .
this is only a test
We feel secure . . .
built in obsolescence
No, no we have faith
there is no more logic
there is no more order
We have investments
there is no more trade-it ability
We are having technical difficulties . . ."

At this point the chips go crazy, chattering away in nonsensical phonemes. This text (which may not be verbatim but presents the general idea), repeats itself in the first person singular, "I." The dialogue of human needs and dispassionate response is clear. It is a concept which occurs in all of Madel's work. A marble-finish columnar box has a coin slot attached. Drop your quarter into a trough and just as you reach to pick it up, the machine swallows the money and a recording clicks on to recite "Don't worry. It's okay. Really, it is. Just don't worry." Such an innocent box — but you want to smash it to bits. These objects are exciting because they seem to contain both sides of technology: the frustration, and the attraction. Also on view in the exhibition are small remodeled machines by **Edmond J. Haro**. At the James Turcotte Gallery, 4513 Santa Monica Blvd.; through August 1.

—Hunter Drohojowska