

THE PROPELLER GROUP GOES TO JAMES COHAN GALLERY

BY **Hannah Ghorashi** POSTED 04/22/15 1:31 PM



The Propeller Group.
COURTESY JAMES COHAN GALLERY/THE PROPELLER GROUP

James Cohan Gallery announced today that they will be representing The Propeller Group (TPG), a Ho Chi Minh City-based art collective consisting of Tuan Andrew Nguyen, Phunam, and Matt Lucero, in New York.

TPG adopts the faux-persona of an advertising agency to create large-scale multimedia productions that address Vietnamese cultural and political changes while subverting the consumption of cultural content.

For one of their most famous works, *The Ungovernables*, shown at the New Museum's 2012 Triennial, TPG hired a major international ad agency to create a campaign marketing Communist ideas using a capitalist approach.

"In many of our projects, we try to create disorder, hoping that disorder in such particular instances can become another sense of order to an audience that may be all too afraid of change or unable to accept other possible ways of engaging with current social structures," they say on their website. "We like to play....We like to let ourselves get ingested into the bellies of big social beasts such as television, advertising, or the various manifestations of pop-culture."

The Propeller Group will be featured in the upcoming Venice Biennale, as well as in the Göteborg International Biennial for Contemporary Art.