



Photographer Brian Ulrich examines consumer culture in exhibition opening Oct. 12 at KyCAD

Show is part of 2017 Louisville Photo Biennial

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Louisville, KY—Photographer and archivist Brian Ulrich, who has made a career of documenting consumer culture, brings part of his collection to the Kentucky College of Art + Design at Spalding University for a five-week exhibition that opens with a reception and artist talk on Oct. 12.

The exhibition is called “Charge!”—which could be interpreted as either a call to arms to reinvent our culture or a reference to society’s love of credit cards and the stuff they let us buy. The show runs through Nov. 17 in KyCAD’s 849 Gallery.

Ulrich calls his work “historical, anthropological, ideological and indicative of American identity and psychology.” The Charge! exhibition “addresses these ideas through works consisting of retail ephemera, signage, objects and archival photographs.”

The show will include some 30 photographs Ulrich has taken, along with a few from other photographers—most of whose identities have been lost to the sands of time—that he acquired during years of research. All sustain the theme of spending as national identity. “We have created a culture where what you own becomes the predominant declaration of success,” he said. “But who decides what has value and what doesn’t?”

Ulrich recalls being jarred by the exhortation from government officials and the business community soon after the 9/11 terrorist attacks: *Go forth and shop*. In that vein, one of Ulrich’s photos depicts a stop-and-shop window listing the latest Homeland Security Threat Level, and just below that, an almost cheerful “Please see cashier for details.”

The Ulrich exhibition at KyCAD is part of the [Louisville Photo Biennial 2017](#), a community-side photography festival involving numerous galleries and other venues.

Ulrich’s photographs reside in major museum collections such as the Art Institute of Chicago, the Cleveland Museum of Art, the Museum of Fine Arts Houston, the Museum of Contemporary Art San Diego, and the Museum of Contemporary Photography. His work has been featured in the *New York*



Times Magazine, Time Magazine, Mother Jones, Artforum and Harper's.

Ulrich, an associate professor at the Rhode Island School of Design, was born in 1971 in Northport, NY. He earned his Bachelor of Fine Arts in Photography from the University of Akron in 1996 and a Master of Fine Arts in Photography from Columbia College in Chicago in 2004.

KyCAD offers students five areas of study from which to choose as they pursue a Bachelor of Fine Arts in Studio Art from Spalding. The five areas are: Digital Media, General Fine Arts, Graphic Design, Interdisciplinary Sculpture, and Painting and Drawing. KyCAD also offers concentrations in pre-art therapy and illustration.

Charge!

Exhibition featuring the work of Brian Ulrich

Opening reception 10.12.17, 5pm-8pm; artist talk 6pm

Exhibition on view 10.12.17 - 11.17.17

KyCAD's 849 Gallery
849 S. Third St.
Louisville, KY 40203

Gallery hours: Thursday & Friday 11:30am-2:30pm, or by
appointment, 502.873.4373

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THE KENTUCKY COLLEGE OF ART + DESIGN AT SPALDING UNIVERSITY (KyCAD) is a 501(c)(3) started in 2009 with the vision to build one of the top art schools in the nation. Students in the KyCAD program can receive a Bachelor of Fine Arts in Studio Art from Spalding University. KyCAD maintains a variety of arts outreach programs, including the 849 Gallery, which showcases rotating exhibitions, lectures and workshops by artists from KyCAD and from across the country. KyCAD.spalding.edu