

## PLASTIC



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## PLASTIC IS FANTASTIC!

Based on an exhibition curated by Christophe Cherix and John Tremblay at the Print Room of Geneva's Musée d'art et d'histoire, this volume presents an overview of the use of vacuum-formed plastic in art of the last forty years. The process, by nature industrial and originally associated with packaging and advertising, consists of making an imprint of a form by placing a heated plastic sheet on a mold and subjecting it to vacuum pressure. If plastic was brought to the public's attention in the 1940s by the well-known mark upperware, it is vacuum-forming's rationality and low cost which has long appealed to artists—starting with Claes Oldenburg, and Craig Kaufman in the 1960s, up to Jim Isermann, Fabrice Gygi, and Seth Price today.

Christophe Cherix is curator of the Print Department of the MOMA in New York. John Tremblay is an artist living and working also in New York.

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