

Ida Applebroog

Vociferous painting that tells of everyday life

Ida Applebroog's language is composed of fragments to be read image by image, like a succession of phrases containing words seemingly borrowed from this century's culture.

Her works capture the social and psychological deviations that dwell beneath the spotless veneer of our daily lives.

Mid-way between the real and the imaginary, they bring us face-to-face with sexuality, power, childhood nostalgia, guilt, loneliness...

The works of Ida Applebroog are often violent and always committed.

Even when they are ostensibly peaceful, assuming the form of a 1950s film storyboard, pure graphics gradually reveal glimpses of a state of frustration born of a world that is not as it appears.

'Frustrated, but nonetheless persistent idealism', is the diagnosis given by American art historian and curator, Terrie Sultan.

The career of Ida Applebroog: a strange parallel with the events that have marked our time.

Born in the Bronx, United States, in 1929, Ida Applebroog devoted herself to her family during the fifties. She also studied design in order to wholeheartedly pursue a career as an artist.

In 1968, the family settled in California and the artist took an active part in the argumentative movements that rocked American universities in the thick of the Vietnam War. The birth of feminism? She took part in that, too. Fired by the same desire to carry on an artist's work in a spirit of social activism, she contributed to the feminist journal *'Heresis'*, in which the American art critic, Lucy Lippard, also participated.

The 1970s marked the beginning of recognition in her artistic career. In 1979, Ida Applebroog was selected by Konrad Fisher to take part in the exhibition *With a Certain Smile*, at Zurich's Halle für Internationale Neue Kunst. After this date, her exhibitions snowballed all over the world. In 1987, Ida Applebroog participated in *La Documenta 8* in Kassel in the collection of New York's Metropolitan Museum of Art.

In 1998, Washington's Corcoran Gallery devoted a major retrospective to the artist.

Among her numerous distinctions, Ida Applebroog was awarded the MacArthur Foundation prize in 1998, along with the American video artist, Gary Hill. Her work is represented in the major American museums and public collections.