

**MSCHF**

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What To See in NYC Galleries Right Now*

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# What to See in N.Y.C. Galleries Right Now

[...]

LOWER EAST SIDE

## MSCHF

Through Dec. 23. Perrotin, 130 Orchard Street, Manhattan; (212) 812-2902, [perrotin.com](http://perrotin.com).



Damien Hirst's print, with its spots excised, in front of the spots removed from it. Credit...via MSCHF and Perrotin; Photo by Guillaume Zicarelli

This is the first gallery outing for the Brooklyn collective known as MSCHF (pronounced mischief), well known beyond the art world for pranks that poke fun at commodity culture. In this show's most striking piece, that culture comes to include a work of art.

For that work, "Severed Spots," MSCHF's creators spent almost \$45,000 on a Damien Hirst print that bore 108 of his trademark spots. They then sliced out those spots to

function as separate works by MSCHF, on sale at Perrotin for \$4,400 each. The Hirst print, now a spot-free web of holes, is listed at \$75,000. Profit is this work's true subject and art supply.

In another project, also on view at Perrotin, MSCHF offers to forge the metal from any gun into a sword: They have already turned a grenade launcher into a massive two-handed blade; a pump-action shotgun is now a Scottish dirk. If Americans want to bear arms, maybe these are closer to what the founding fathers imagined.

The project known as "Wavy Shoes" consists of sneakers from brands like Adidas and Asics redesigned by MSCHF to look half-liquefied, like shoes seen in a fun-house mirror. The price and status of high-end footwear is clearly not about function; by making versions you could never run in, MSCHF puts that fact on view.

Some gallerygoers are going to ask if all this caustic play counts as art. My question, rather, is whether it fits too cozily into the business art genre established decades ago by Andy Warhol and his fellow conceptualists, and then pursued by descendants like Takashi Murakami and Hirst.

MSCHF's surgically altered spots could almost as easily be by Hirst himself. *BLAKE GOPNIK*