



GOOD COMPANY

Reimagining Corporate America

photos David Byrne and Danielle Spencer

Images courtesy Pace/MacGill Gallery, New York

The iconography

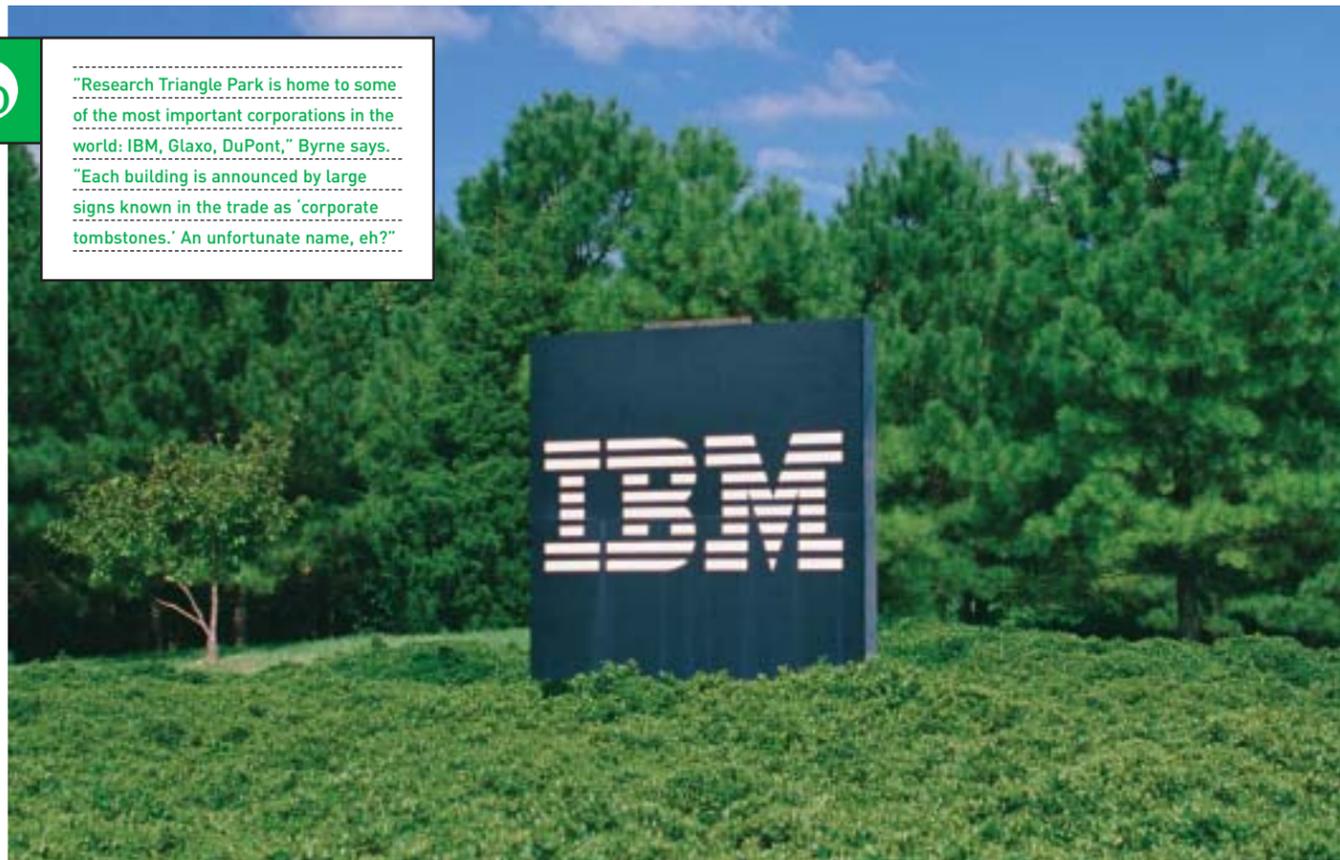
of American business has so suffused the country's landscape as to go almost unnoticed. Until someone like David Byrne gets ahold of it. The musician and visual arts provocateur worked with Danielle Spencer to graft iconic messages onto corporate signage photographed by Byrne a decade earlier in North Carolina's Research Triangle Park. "We weren't interested in making facile judgments," says Spencer. "We hoped to jar viewers a bit, raise questions. Many people wonder if the alternate versions are real."

Byrne and Spencer used Photoshop to tweak the originals, then applied a process called lenticular imaging to fuse the two versions into coated prints that shift back and forth relative to the viewer's perspective, like the winking Jesus cards in novelty stores. "I'd been fooling around with the technology for years," Byrne says. "Using it to make the transformation from the name of a corporation to an idealistic virtue seemed the perfect visual gag."

The images shown here are from a series included in *Illegal Art: Freedom of Expression in the Corporate Age*, which toured museums around the country last year. — **Shoshana Berger**

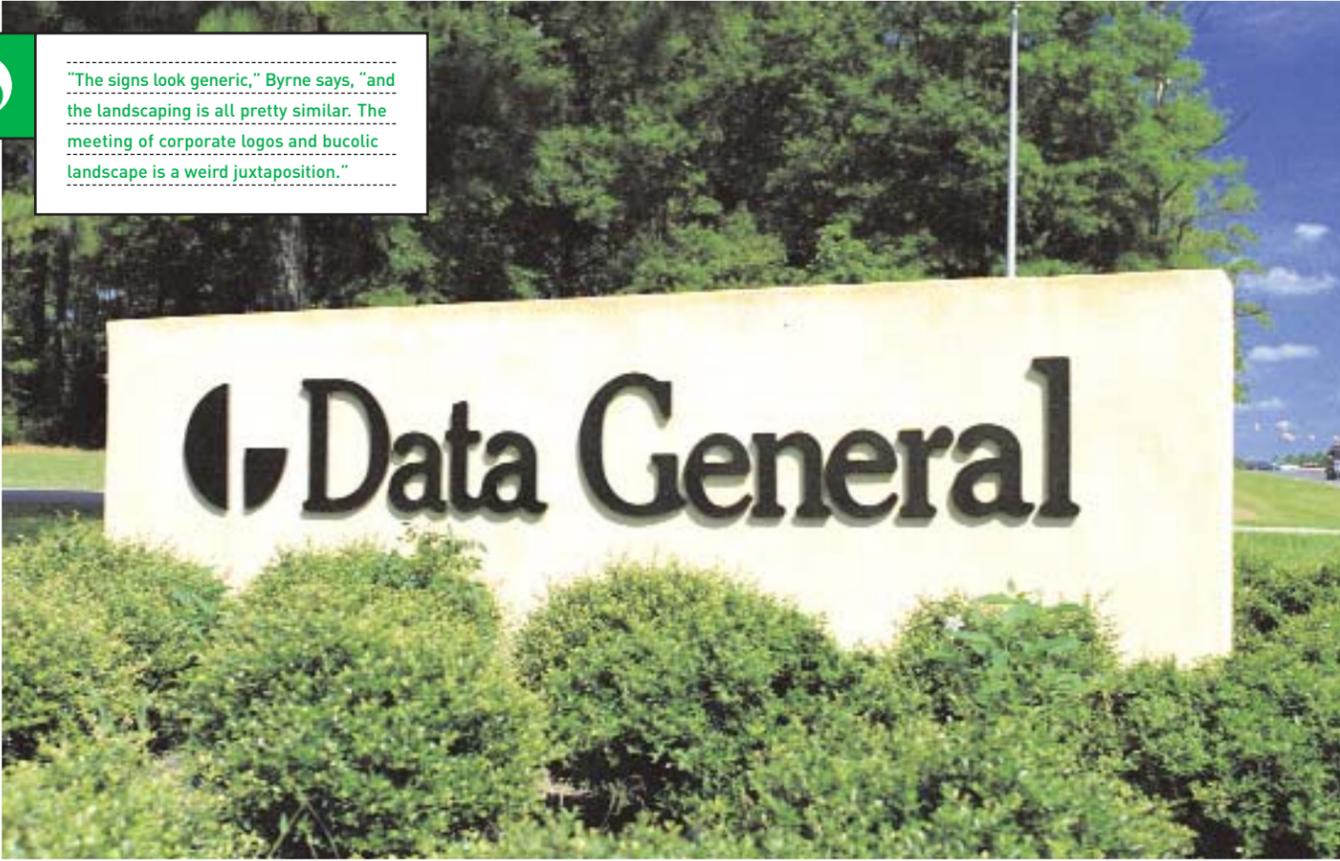


"Research Triangle Park is home to some of the most important corporations in the world: IBM, Glaxo, DuPont," Byrne says. "Each building is announced by large signs known in the trade as 'corporate tombstones.' An unfortunate name, eh?"





"The signs look generic," Byrne says, "and the landscaping is all pretty similar. The meeting of corporate logos and bucolic landscape is a weird juxtaposition."



In renaming the signs, "we settled on the most corny and idealistic ideas," Byrne says. "Rather than a simple critique of evil corporate influence, they propose an alternate universe."

