

CIRCLE CULTURE

GALLERY

AARON ROSE

Der Künstler Aaron Rose, bekannt als einer der Vorreiter der Modern Urban Art Bewegung, war zehn Jahre lang als Inhaber und Direktor der Alleged Gallery in New York tätig. Darüberhinaus hat Rose die Museumsausstellung "Beautiful Losers: Contemporary Art & Street Culture" ko-kuratiert, welche bis 2009 als Wanderausstellung weltweit zu sehen war. Nebenbei wirkte Rose als Direktor bei dem Dokumentarfilm "Beautiful Losers" (Arthouse Films/Oscilloscope) mit. Im Jahr 2011 hat der Künstler und Filmemacher zusammen mit Roger Gastman und Jeffrey Deitch die Großausstellung "Art In The Streets" kuratiert, welche zum Ziel hatte, Menschenmassen im Los Angeles Museum of Contemporary Art (MoCA) künstlerisch zu erfassen. Derzeit ist Rose Vorsitzender der Los Angeles Production Company, die unter anderem mit Mike Mills, Patrick Daughters und Sofia Coppola zusammenarbeitet. Seine Verlagsmarke Alleged Press vertreibt Publikationen zeitgenössischer Künstler wie Ari Marcopoulos, Ed Templeton, Mike Mills, Barry McGee und Chris Johanson. Rose ist außerdem Mitherausgeber des von der RVCA verlegten Kunst- und Kulturmagazins ANP Quarterly und Gründer der bundesweiten Kulturvermittlung für Jugendliche, "Make something!!", die mit renommierten Persönlichkeiten und jungen, kreativen, aufstrebenden Künstlern kooperiert. Aaron Rose (*1969 Portland Oregon) lebt und arbeitet in Los Angeles.

Aaron Roses Credo lautet, dass das Leben nicht mehr ist als ein Verzeichnis aus Symbolen: „Wir sind immer und überall auf der Suche nach Symbolen, die uns dabei helfen sollen, den Sinn unserer Existenz zu begreifen. Vom Weltlichen bis hin zum Mystischen, Symbole sind Totems, die das Chaos strukturieren und dazu beitragen uns als Stamm zu definieren“ (Aaron Rose). Anstatt Sinnbilder im Rahmen ihrer zugeordneten Bedeutung zu verwenden, hat Aaron Rose schon immer dafür pladiert, Bedeutung auf unkonventionelle Art und Weise zu rekontextualisieren, wie beispielsweise durch die Kreation abstrakter und aus Symbolen bestehender Visualisierungen, die auf den Annalen der Visual History basieren. Typographie und Hand-Lettering haben dabei in seinen Arbeiten immer eine signifikante Rolle gespielt. Mit Anfang 20 in New York ansässig, verdiente Rose seinen Lebensunterhalt als Schildermaler in der Lower East Side. Die aktuelle Serie des Künstlers knüpft daran an wobei Rose noch einen Schritt weiter geht, indem er den Grad der Abstraktion so weit treibt, dass anhand von Symbolen figurative Portraits geschaffen werden. Während Roses Werke immer eine persönliche Bedeutung für ihn hatten und in vielen Fällen spezielle Personen oder Ereignisse aus seinem Leben repräsentieren, versucht er in seinen aktuellen Arbeiten den Kontext seiner Werke der Allgemeinheit zugänglich zu machen.

*Aaron Rose is an artist who is well known as one of the cornerstones of the modern urban art movement. For ten years he was owner/director of the Alleged Gallery in New York. In 2006, Rose was co-curator of the museum exhibition Beautiful Losers: Contemporary Art & Street Culture which toured the world through 2009. Rose was also director of the feature documentary film Beautiful Losers (Arthouse Films/Oscilloscope). In 2011 he co-curated (with Roger Gastman and Jeffrey Deitch) a large-scale exhibition titled "Art In The Streets", which opened to record crowds at the Los Angeles Museum of Contemporary Art (MoCA). Rose is represented as a director by the Los Angeles production company, who also represents Mike Mills, Patrick Daughters and Sofia Coppola. His publishing imprint, Alleged Press releases hardcover books by contemporary artists including Ari Marcopoulos, Ed Templeton, Mike Mills, Barry McGee and Chris Johanson. Rose is also co-editor of ANP Quarterly, an arts and culture magazine published by skate/surf brand RVCA. Besides, he is the founder of Make Something!!, a nationwide art education program for teens which partners world-renowned creative personalities with young aspiring artists. Aaron Rose (*1969 Portland Oregon) lives and works in Los Angeles.*

Aaron Rose believes that life is nothing more than a dictionary of symbols: "We look to symbols everywhere to help us make sense of our existence. From the mundane to the mystical symbols are totems that give order to the chaos and also help define ourselves as a tribe." From his very first works, symbology has always played a major role. However, rather than use symbols for their intended significance, Aaron Rose always preferred to recontextualize meanings in unexpected ways - creating abstract visuals composed of symbols invented and culled from the annals of visual history. Typography and hand-lettering has also played a big role in his work. While living in New York in his early twenties, Rose supplemented his income working as a sign painter on the Lower East Side. The artist's current series of works takes this a step further. The abstraction of symbols has been pushed a step further to create figurative portraits. While his works have always had very specific meaning for him, and in many cases are representational of specific people and events in his life, Rose now prefers to pull back the curtain.

SELECTED EXHIBITIONS

2017

COME ALIVE!, Circle Culture Gallery, Hamburg

2016

La Rosa Social Club, Los Angeles / Berlin

2015

TOTEMS, Solo Show, Circle Culture Gallery, Berlin

2014

Projections, Roberts & Tilton, Los Angeles

Veils, The Underground Museum, Los Angeles

New Editions, Busy-Being, Austin, Texas

Mural Project, The Directors Bureau, Los Angeles

2013

POTSE 68., Circle Culture Gallery, Berlin

CULTS, Solo Show, Circle Culture Gallery, Berlin

Summer Group Show, Stolen Space, London

VII, Stolen Space, London

Ephemeral, Circle Culture Gallery, Berlin

The Fun Begins When The Lights Go Off, Los Angeles

Transitions, Sydney

Silent Art, Dilettante, Los Angeles

2012

Fire Sale, Solo Show, Known Gallery, Los Angeles

Jahresgaben, Kunstverein, Hamburg

Portrait of a Generation, The Hole Gallery, New York

2011

Art In The Streets, Group Show, The Museum of Contemporary Art (MOCA), Los Angeles

Give - A Charitable Exhibition Of Limited Art Editions, Circle Culture Gallery, Berlin

2010

Trouble, Solo Show, Circle Culture Gallery, Berlin

Manifest Equality, Manifest Equality Gallery, Los Angeles

2009

Born To Cry, Solo Show, Hope Gallery, Los Angeles

I'm so excited, Denizen Gallery, Los Angeles

Self Portraits, Circle Culture Gallery, Berlin

MFA Graphic Design Symposium, Otis College of Art, Los Angeles

2008

Fourteen Suitcases, Solo Show, Colette Gallery, Paris

Scooters and Suitcases, Solo Show, Dover Street Market, London

Anniversary Show, Family, Los Angeles

INBEDWITH

"SCHOOL SUCKS"

Arts maverick Aaron Rose on why teens should get creative



Aaron Rose in Berlin, photo: Nadine Elfenbein

"I try to create something that is better than what I had, teaching art in a different way than the establishment does."

When the friends and artists of New York City's Alleged Gallery remember the rambunctious art institution in the book "Young Sleek and Full of Hell", they paint a picture of an iconoclastic street art movement that in its 1990's heyday took the form of a never-ending party. Alleged was located in the Lower East Side and Meatpacking district, long before those neighbourhoods became cool or even safe. More than probably any other entity it helped push art influenced by street culture, graffiti and the underground music scene into the mainstream. Alleged hosted the first solo exhibition by Terry Richardson and launched the careers of Ed Templeton, Barry McGee, Margaret Kilgallen and many others. They also showed works by Harmony Korine, Sofia Coppola, Kim Gordon and Mike Mills. Alleged was the brain child of Aaron Rose, the artist-curator-director-musician-writer-dealer-publisher who, despite what seems to have been a constant presence of drink, drugs and debt, somehow always managed to get stuff done. And since closing the gallery in Aaron Rose – who nowadays lives in LA and calls himself "a project kind of guy" – has kept on at exactly that: exhibiting re-purposed vintage objects as a visual artist, editing the cultural journal ANP Quarterly, directing films for brands including Levi's and Nasty Gal, pursuing an on-going project documenting the Beautiful Losers art scene in film, print and exhibitions and, as he puts, it "a million other things". Closest to his heart, however, is the Make Something School – an art education programme, which Rose co-launched in 2008. Aimed at teenagers, Make Something puts Rose's art world contacts to work, albeit in a very different context. The School's curriculum includes workshops such as "Punk Rock Film School" and "Sneaker Design with Pro Skater Paul Rodriguez". Over the years, they have given adolescent Americans the possibility to explore poster design with renowned video director and graphic designer Mike Mills, music writing with Beastie Boys Money Mark and skateboard design with artist Ed Templeton.

[...]

In some ways you're teaching confidence rather than art?

Oh yeah, the point isn't to train artists, but to teach young people to think creatively, to go against the grain of society and innovate. Of the 2 000 or so we have taught so far, even if only 5 become artists, that's a success as well. Because lawyers should think creatively and bankers should think creatively and plumbers should think creatively. It's not about art, it's a way of life.

[...]

THE BUBBLE

'THE BUBBLE'
Aaron Rose's Short Film Launches Today



Get behind the scenes of director Aaron Rose's new short for Collection Of Style (COS), featuring some of New York City's greatest talents. The film, produced by Allday in association with Dazed, aspires to "represent a good cross-section of creative people in the city." Allday invites you to take a backstage tour through the lens of Aaron's iPhone. Read the Q&A below.

How did this idea of gathering artists together for a short film come across?

The initial conversation was started by Dazed and COS in terms of making a film that focused on the current New York art scene. Serendipitously, I had recently re-watched Robert Frank's "Pull My Daisy," so making something in that manner seemed to be a logical fit. In terms of casting, we chose artists from many different mediums and practices. Some knew each other before the shoot, others did not. The idea was to represent a good cross-section of creative people in the city at the moment.

Why did you name this short "The Bubble?"

There are a few reasons. I suppose the first is that the art world is in itself a social and economic bubble. It exists according to its own rules and cultural norms that have no meaning or relation to society at large. While some could argue that the art scene has gained more public exposure in the last few years, for the most part it is still a scene that is pretty much frequented by a few in the know people – a bubble. The second meaning has to do with auction prices. Never before in the history of art have we seen so much speculation around the value of contemporary art. The prices are astronomical! It's hilarious to me. This bubble will pop as well. So the title is fitting in a variety of ways.

[...]

JUXTAPOZ

AARON ROSE "CULTS" @ CIRCLE CULTURE GALLERY, BERLIN



Curator and artist Aaron Rose just opened his new solo show, *Cults*, at **Circle Culture Gallery in Berlin**. The show marks the last exhibition at the current location of the Berlin gallery, and Rose has chosen a theme of California's long history with infamous cults. Oh, wait, we do like cults here don't we?

From Rose's essay:

In Los Angeles, the culture of celebrity practically runs in the water supply. I've recently moved to a studio space directly below the Hollywood sign. As I've been working on this new body of work, I constantly hear police sirens going off warning tourists to stay away from the sign. This got me wondering about what it is exactly that would compel a person to risk injury and arrest for the chance to get next to and touch a very simple structure of metal and wood. The sign promises something, an association with something larger than life. Something that represents stardom, talent, dreams...the cult of celebrity. It was this that got me thinking about the idea of cults.

Liga Studios

{ GREAT STUFF FOR COSMOPOLITAN TRAVELLERS }

KULTIG

Noch bis zum 5. Oktober ist Aaron Rose mit seiner Ausstellung *CULTS* in der Circle Culture Gallery Berlin zu sehen.



„Was genau fasziniert die Menschen an Dingen, denen ein gewisser Kult zugeschrieben wird?“ Seit der Künstler Aaron Rose in ein Atelier in der Nähe des Hollywood-Zeichens gezogen ist, beschäftigt er sich immer häufiger mit dieser Frage. Denn nicht selten heulen in seiner neuen Umgebung die Polizeisirenen auf, wenn sich neugierige Touristen wieder einmal zu nahe am Hollywood-Sign aufhalten. Sie klettern über Zäune, überschreiten Grenzen und balancieren am steilen Abgrund - immer bereit eine Verhaftung oder gar eine Verletzung zu riskieren.

Rose kommt zu dem Schluss, dass dieser weltberühmte Schriftzug inmitten der Hollywood Hills viel mehr zu sein scheint, als nur ein Konstrukt aus Metal und Holz. „Es scheint, als verkörpere dieses Zeichen etwas Größeres im Leben. Etwas, das Ruhm, Talent und Träume widerspiegelt... den Kult der Prominenz.“

LODOWN MAGAZINE.COM



AARON ROSE CULTS

Posted by marok on September 18, 2013 at 06:04 PM

Vernissage: September 18, 18 – 21

We are proud to have Aaron Rose's newest works installed for our last solo exhibition at Gipsstraße 11 in Berlin. We are reopening on Potsdamerstraße 68 in Berlin on November 8th 2013.

In Los Angeles, the culture of celebrity practically runs in the water supply. I've recently moved to a studio space directly below the Hollywood sign. As I've been working on this new body of work, I constantly hear police sirens going off warning tourists to stay away from the sign. This got me wondering about what it is exactly that would compel a person to risk injury and arrest for the chance to get next to and touch a very simple structure of metal and wood. The sign promises something, an association with something larger than life. Something that represents stardom, talent, dreams...the cult of celebrity. It was this that got me thinking about the idea of cults.



AARON ROSE

artist, writer, musician, film director, independent curator, photographer & publisher – Los Angeles

Born in Portland in 1969, Aaron Rose has to be praised as one of the cornerstones of the contemporary art movement who doesn't get tired of working multidisciplinary and being in uncharted water. An artist, writer, musician, film director, independent curator, photographer and publisher who is currently based in Los Angeles, Aaron Rose is a true multi talent: In the 1990's he founded the influential **Alleged Gallery** in New York and at the same time he worked as a producer and director for MTV Networks, collaborating with then budding directors Mike Mills, Spike Jonze and Harmony Korine among others. After 10 years he bowed out of his responsibility for Alleged Gallery in 2002 to continue working as an independent curator. At Los Angeles Museum of Contemporary Art (MoCA) Aaron Rose co-curated the large-scale "**Art In The Streets**" exhibition in cooperation with Roger Gastman and Jeffrey Deitch in 2011. Also, Rose is signed as a director with the Los Angeles company **The Directors Bureau** which also represents Wes Anderson, Mike Mills, Roman and Sofia Coppola.

The Selby

is in your place



AARON ROSE - ARTIST, WRITER, MUSICIAN, FILM DIRECTOR AND INDEPENDENT CURATOR
AT HIS HOME - SILVERLAKE LOS ANGELES - NOVEMBER 24 2008

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THE AVANT/GARDE DIARIES: "NUESTRO PUEBLO": AARON ROSE & THE WATTS TOWERS

25.07.2012, 17:36



Türme ragen aus der Ferne bis weit in den Himmel hinein, durchbrechen den blauen, kalifornischen Himmel in Los Angeles. Fragil, wie zeitgenössische Interpretationen gotischer Kirchtürme, bahnen sich die [Watts Towers](#) ihren Weg in Höhen bis zu 30 Meter. 33 Jahre lang arbeitete der italienische Einwanderer Simon Rodia an seinen architektonischen Wunderwerken im namensgebenden Stadtteil Watts. Doch kein gängiger Stein fand je Eingang in seine Strukturen; Müll, Schrott von Bahngleisen und Beton transportieren die klassisch inspirierten Formen stattdessen in die Gegenwart und machen aus dem heute fast vergessenen Bauwerk ein Paradebeispiel avantgardistischen Schaffens. Für [The Avant/Garde Diaries](#) hat sich der kalifornische Maler, Autor, Kurator, Musiker und Filmproduzent [Aaron Rose](#) auf die Spuren von Simon Rodia gemacht. Mit "[Nuestro Pueblo](#)" lernen wir einen Vorreiter, der sich mit seinen Watts Towers noch bis heute von Gewohntem abgrenzt, besser kennen. [Weiterlesen »](#)

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FILM ESSENTIALS

LUCKY 7

Lodown's Lucky 7 for April
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Hype! Skateboards [more...](#)
Relentless presents Short
Stories: Willow & Lennie, Ben
Nordberg, ...
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MESSAGE OF THE WEAK



EVENTS

ALEPH MUSIC LABEL NIGHT
[more...](#)
DAYS
A SOLO EXHIBITION BY
AARON ROSE



AARON ROSE - TROUBLE

Posted by Niklas on September 03, 2010 at 12:12 PM

AARON ROSE - TROUBLE

OPENING RECEPTION SEP. 9TH 7PM - OPEN FOR VISITS UNTIL SEP. 25TH

With the solo show „TROUBLE“, Circleculture Gallery presents colourful „object paintings“, which give very personal and direct insights into Aaron Rose's world. Aaron Rose is perhaps best known as a curator. With his touring show Beautiful Losers and the documentary of the same name, he brought underground artists such as Harmony Korine, Barry McGee and Shepard Fairey to public attention, championing a DIY aesthetic informed by their various backgrounds as skaters, punk rock fans and graffiti writers.

For this show he has a particular obsession: painting on suitcases. "Suitcases from the 50s to 70s were manufactured in such interesting color palettes – these incredible mustard yellows and army greens," he says. Rose calls the works (some of which are stuffed with surprise goodies for buyers to walk away with) "object paintings," displaying them in the spirit of Duchamp. Art historical references aside, the show's conceptual slant is psychological, personal even. "It's my baggage," says Rose. "The exhibition is going to be very much a confession, what all my problems are."

CIRCLECULTURE GALLERY / GIPSSTRASSE 11 / BERLIN / GERMANY

<http://www.circleculture-magazine.de>

Just Breathe.

We slow down when everything is going fast.

Aaron Rose — Trouble @ Circleculture, Berlin

Published by JB. on 08/09/2010 in Art and Movement. [Closed](#)



Work in progress: painting suitcases for his new show in Berlin.

The "Beautiful Loser" [Aaron Rose](#) is in town. One more great artist rooted in skateboard culture who has a show in Berlin this late summer. After Michael Leon at Pool Gallery last week we can also look forward to the work of Ed Templeton at Civilist store by the end of September. Tomorrow, Thursday 09.09.2010 will be the opening of Aaron Rose's show "Trouble", that guy who is partly responsible for pushing me back on the skateboard and get serious with it again. He might not know this, maybe I should take the chance to tell him ... I've been enlightened by his "[Beautiful Losers](#)" exhibition he curated at [Circleculture](#) back in 2004 and it hit me! The same place where his new show is at.



Who is Aaron Rose

Posted by [Meg Wells](#) in [Who is...](#)

14 Mar 2008



Name: Aaron Rose
Created on: 1969-Apr-29, Los Angeles, California
Record last updated on: 2008-Mar-14
Homepage: www.allegedpress.com
Domain: Art, Filmmaking, Music, Publishing
Location: Los Angeles, California (East side)

Aaron Rose's bio reads like a creative person's dream-artist, writer, independent curator, publisher, editor, musician and now accomplished filmmaker. In the 1990s, Aaron founded the highly influential Alleged Gallery in New York, dabbled as a producer/director for MTV Networks and more recently mounted the highly successful art exhibit *Beautiful Losers: Contemporary Art & Street Culture*, which will tour the world through the end of 2008. We worked with Aaron last year on the Flux-produced *Serve Festival* where he curated the art show and screened a work-in-progress version of his new documentary *Beautiful Losers*. I chatted with Aaron as he prepared for the World Premiere of his film at the **2008 SXSW Film Festival**.

Much has been written about you and your history as a curator when the *Beautiful Losers* art exhibit toured the world. Let's talk about what people don't know—specifically your successful first foray into documentary filmmaking with your new film also called *Beautiful Losers*. Originally you've said that BL was supposed to be an added component of the art exhibit but while working on it, the project took a life of its own. Can you talk to us a little bit about that and what the experience of becoming a filmmaker was like.

It's funny because the film project actually pre-dates the exhibition by about a year! It's just that at that point (2002) it was just me and my friend Josh Leonard running around with a little DV camera. After the exhibition opened we got more serious about the project and the film really took on a life of its own. Working on this was total film school for me. I had done some short films in New York, but this was the first feature length thing I had ever done, so every day was a new learning experience for me. The first thing I learned really early on, was that making a film about an exhibition is really boring. Art doesn't move. It just sort of sits there on the wall, so in order to make a film that is compelling to an audience, we found out that it couldn't be about art...it needed to be about people. We would have these long story sessions with the entire crew, the producers, editors, etc and trace the lives of each and every artists we interviewed. Then we took those studies and tried to figure out a way to intertwine the individual stories. It was especially trying for me because I knew most of

the people in the film really well, so detaching myself from that and just looking at their lives from a strictly character-based standpoint was pretty difficult at first. I struggled with it. I also learned so much from our editors Fernando Villena and Lenny Mesina. Those guys really deserve so much of the credit for the end product. It was a real collaboration, lots of arguments and lots of inspiration. I also reached out to other filmmakers I know. Both Mike Mills and Harmony Korine are featured in *Beautiful Losers*, so I would send cuts to them and they would send me back notes. Those notes were very valuable to be as well.



Beautiful Losers movie poster designed by [Keith Scharwath](#) in collaboration with [Aaron Rose](#). Visit [Keith's Flickr page](#) for closeups of the detailed poster.



SEARCH

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HIGHLIGHTS

Art is my weapon

Dasha Shishkin's "S INT N HO" @ Susanne Vielmetter

a few feet away from the fanciest donut shop in new york city

"Fresh Guacamole" another wonderful food film from PES

Spectacle: The Music Video

Sign Thief

About Last Night... Art in the Streets closing

World Premiere of N.A.S.A. The Spirit of Apollo

Miranda July's "Eleven Heavy Things" At MoCA PDC

Doug Pray's 7 Basic Rules about Making Documentary Films

INTERVIEWS

Who is Jon Hopkins

Who is Daniels

Who is Andreas Nilsson

Who is Mia Doi Todd

Who is Chris Cairns

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EVERYTHING ELSE

April 2012

March 2012

January 2012

October 2011

September 2011

August 2011

July 2011

June 2011

EVENTS

« Mar April 2012 May »

M	T	W	T	F	S	S
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Spectacle: The Music Video, Cincinnati
March 03, 8:00 pm

An Evening with Vincent Morisset, Cincinnati
April 27, 6:00 pm

Flux Screening Series at the Hammer, Los Angeles
August 07, 7:30 pm



PHOTOS



FLUX LOVES

boing boing
boooooooooom
chumpchampion
gelatobaby
jean snow
motionographer
notcot
promo news
submarine channel
superfuture
the fox is black
video static
vlu
we make money not art
wooster collective

