

ART / PEOPLE

MARIO PFEIFER



Mario Pfeifer's recently published book, *Reconsidering the New Industrial Parks Near Irvine California by Lewis Baltz, 1974*, was released this spring with a bicoastal book launch and panel discussion at LAXART, Los Angeles, and White Columns, New York. The book, which has the same title as Pfeifer's recent 16mm film installation, functions in part as a critical reader. It is based on the first monograph on photographer Lewis Baltz, published by Castelli Graphics in 1974. Both the book and film examine Baltz's early study of California's industrial culture—offices, factories, and parking lots. Pfeifer's installation, with its rich cinematography, consists of two synchronized and looped projections. The dual projections tell the socioeconomic and political history of the buildings captured by Baltz. Pfeifer's camera gently glides through a building from Baltz's series, settling on an exterior shot that frames the structure. The subtle footage captures the inner workings of the factory, while on the other reel, Pfeifer is filmed at the Getty Research Institute in Los Angeles leafing through the Baltz's monograph. In referencing Baltz's work and the New Topographic movement of the 1970s, Pfeifer's search for clues has produced a beautifully rendered publication about the complex history of photographic images. While Baltz's own monograph framed the architecture of contemporary American industrial landscapes, Pfeifer's project focuses on the gap between representation and reality, even while it re-contextualizes a key moment in American landscape photography. Published by Sternberg Press, the book includes film stills, production stills, and texts by Chris Balaschak, Lewis Baltz, Martin Hochleitner, Julia Moritz, Vanessa Joan Müller, and a rare interview with Baltz by Pfeifer himself.

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