

P.A.D. x NADA House

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FOR IMMEDIATE RELEASE:

PNADA: Quality Control
Peter Hoffmeister

For the 2022 NADA House exhibition, P.A.D. presents *Quality Control*, featuring artist Peter Hoffmeister. Hoffmeister's ongoing project is composed of hollow ceramic bricks, cast from naturally occurring clay that he collects from abandoned brickwork sites. Using his cast-bricks, he creates temporary site-specific structures, held together with mason line. For NADA House, Hoffmeister arranged a porous membrane through which light and air can pass, in contrast to the houses constructed with brick on Governors Island. In this way he considers the ubiquity of brick throughout the architecture of New York and the physical relationship of brick to the earth.

Freed from their need to function in the usual sense, Hoffmeister's bricks are broken open to reveal hollow interiors. Something has slipped away, or perhaps was never there to begin with. In a sense, *Quality Control* is a longing for that which has been lost—buildings are torn down, people die—but a longing that has become aware of its contradictions. For instance, if you see an older brick building in New York City, there is a good chance that it is made from clay found along the Hudson River, also known as Muhheakantuck (“river that flows two ways”) by the Lenape people before European arrival. In the 19th and early 20th century, the Hudson Valley was one of the largest brick producing regions in the world. Structures including the Empire State Building used Hudson River bricks for their construction, creating a feedback loop of the expansion of a city on stolen land with resources from that stolen land.

With this serving as a historical backdrop, brick is often used to express nostalgia for a bygone era, before the advent of glass and steel, a marker of authenticity to validate the empty commercial aims of corporate chains and real estate developers. Exposed brick is the calling card of chic cafés and luxury lofts. It is alluring for good reason: a constant presence that is comforting in its simple strength, you feel you can count on brick. It is a ubiquitous, ancient material; a basic unit, made of earth, shaped and then fired, repeated billions of times to construct our built environment.

The structures Hoffmeister assembles are a response to these realizations, inviting a weightlessness that transcends the aforementioned unyielding quality of brick, in search of a new equilibrium. They are no longer required to bear any weight, discarding the hubris of monumental permanence. Mason line is normally used to create straight lines to follow when building walls, but here it has replaced mortar as the joining substance. It can be cut at any time, and the forms adjusted. The mason line creates a complimentary pattern to that of the bricks, forming a network of relationships, where each brick becomes a node in a larger system.

Peter Hoffmeister (b. 1985, Long Island, NY) lives and works in New York, NY. He received a BFA in studio art from the Fashion Institute of Technology, and an MFA in studio art from Hunter College. He currently teaches in the Art Department at Hunter College.

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P.A.D. is an art exhibition space in historic SOHO (South of Houston) District in New York City. It reflects the bustling economy of artists making, selling and promoting their artworks on the street year-round, weather permitting. The aim of the space is to platform small and editioned works by artists that are interested in embracing new contexts for exhibiting.

ig: @project_art_distribution
info: https://linktr.ee/P_A_D

Peter Hoffmeister
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4 June 2022 – 7 August 2022



Quality Control
2022

Ceramic (clay harvested from Fishers Island, Hudson Valley, Long Island) and
mason line

Dimensions variable