



Road Opening

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"Refrigerator" 10"X10" Jessica Rohrer

Jessica Rohrer is refreshing and knows how to tell it like it is. First, dedicate time to your artwork. Second, don't hold back from talking with artists about your artwork. Third, exchange studio visits. Don't hold back from talking about styles, ideas, projects for fear or someone taking it from you. Truthfully, that happens and truthfully, if this is a concern, WAKE UP! Read on for more.

For visual artists just starting out in the industry, what advice can you offer? Three things come to mind. First, be sure to set the time aside to focus on your work. I know that a lot of artists still need to hold jobs in order to make the money to make their work. I think it is important to make the time to be in the studio even if only for an hour a day. Second, don't be afraid to take risks in your work. I think sometimes the subject matter that might scare us the most or be the most difficult is often the most interesting. And lastly, have other artists look at what you are doing. Exchange studio visits – especially when you are just starting a project and want to bounce ideas off someone.

You are a graduate of Yale University of Art, where did your passion spring from? I always liked making things as a kid – for example construct miniature hospitals and grocery stores for my dolls, make small pieces of clothing and furniture, anything that let me produce something tangible. I also had good support from my family, and art was a regular part of our lives. For example all of our vacations included trips to art museums. And my dad was especially supportive. He's an industrial designer and always encouraged me to draw, paint, and sculpt.



"Bedroom Window" 11" X 17" Jessica Rohrer

In your paintings, you are SO detailed, it's insane. How long does it take you to create a piece? (I understand size is a factor. So, for an image you are including in this interview, perhaps you can talk about the process? Simply say how long it took to create it, what was going through your mind, etc!)

The paintings in this show are small (several are 10" x 10"), and most took 1-2 months. The painting "*Book Shelf*" is a good representation of how I approach my most recent work. Typically I start by photographing a series of objects I find potentially interesting, in this case books on my shelf. From these photos I experiment with rearranging the objects physically, then I do a detailed sketch. I then repeat the process numerous times – stage, sketch, stage, sketch – until I get the result I'm looking for. Sometimes I'll do a more detailed sketch in gouache. Beyond the photos, I also often bring objects physically into my studio as I work. With "*Book Shelf*", I wanted to speak to how a person's bookshelf is good way to represent their personal space and identity. And I also wanted it to speak in some way to some of my own artistic influences, but not be solely about that. The technique with which these are done also becomes part of the conceptual framework – approaching these seemingly mundane objects with obsessive detail and attention I think makes a viewer think about them differently.

How were you introduced to PPOW Gallery and is this the only place to find your collection? I worked for a while as an artist's assistant to Roxy Paine, who shows at James Cohan Gallery. I asked James Cohan for suggestions as to where he thought my work would be a good fit. He was very generous in giving me some good ideas, and led me to PPOW. For a long time now PPOW has been the gallery representing me and my work.



"Book Shelf" 15" X 11" Jessica Rohrer

You have a show opening this week called “Oakridge Road” can you please tell us a bit more about it? Oakridge Road consists of paintings of windows, interiors, and cropped details stemmed from my suburban surroundings. They are intimate in nature, but also have a cool, staged, sanitized quality. They touch on ideas of identity, domesticity, memory, as well as formal aspects of painting.

Is there a piece that really stands out to you the most? There is not one painting that stands out the most. It’s important to me how the pieces play off one another; some give you the feeling that you are traveling through a scene while others let you take in the specific details of those scenes.

Do you have a piece you’re really emotionally connected to? These are all personal to me in some way, although I have also tried to make them feel familiar, as if you could be looking into any middle-class American home. I do feel partial to “*Book Shelf*”. This is the one that probably speaks the most specifically to me as an artist.

Where can we find more of your works and what’s expected to come in the future? That’s a tough question – I feel like I have to get through this show first!

Where have we seen your work? Where can we view your work? My first solo show was through Arena Gallery in New York and since then I have had two other solo shows with PPOW and a number of group shows. The best place to view my work is at PPOW Gallery .