



Rewritten by machine on new technology, 2013, flagging tape, eye hooks, pedestal and existing architecture, 30×32'x30', pedestal is 20×20'x16" by Megan Geckler

Megan Geckler | Installations

Upon first look, **Megan Geckler's** work seems to be digital in nature; the **colors** are **vibrant and unreal**. Her **installations** are created with **flagging tape**, a **mass-produced colorful plastic ribbon** utilized on construction sites and **assembled by hand** alongside crews of assistants. **Geckler's** process always begins with a **site-visit** during which she takes countless photographs, measurements and observations of the unique spaces in which she will work. This information is then translated into **three-dimensional architectural drawings** that help Geckler understand the site and aid in her ability to **transform everyday elements of the architecture** into focal points for her site-specific artworks. An installation can take a single day, or be completed over a series of weeks, depending on the size and scope of the project. In either case, each **space** is transformed into an **immersive environment** in which the viewer is given multiple pathways to experience the installation on their own terms.



Rewritten by machine on new technology, 2013, flagging tape, eye hooks, pedestal and existing architecture, 30×32'x30', pedestal is 20×20'x16" by Megan Geckler

Megan Geckler's conceptual process in her own words: "The **site-specific architectural installations** are assembled from **thousands of strands of flagging tape**, a **colorful plastic ribbon** utilized by surveyors to demarcate space on construction sites. This **anonymous material** is located on the periphery of our everyday life, manufactured in a wide array of colors and coded for multiple practical uses. When distanced from their intended applications, this material lends a manufactured quality to the pieces. The **translucency** of the material has encouraged me to experiment with light in later works, designing and fabricating diffusers, or sometimes building around the **fluorescent tubes** themselves, which share the industrial territory of the flagging tape. The tape becomes the **surface and a point of departure for color studies**, achieved by layering the material over itself, much like a painter would use a glaze, exponentially increasing the limited palette that is available."



Geckler has been exhibiting in **galleries, museums and alternative spaces** since **1998**, with many shows in the United States and soon **exhibiting around the globe**. She has worked with clients such as Urban Outfitters, Nike and Bobble and has mounted solo shows at the Wexner Center for the Arts, the Creative Artists Agency, and the Pasadena Museum of California Art.

more. megangeckler.com