

Warehouses and Logos

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Logos

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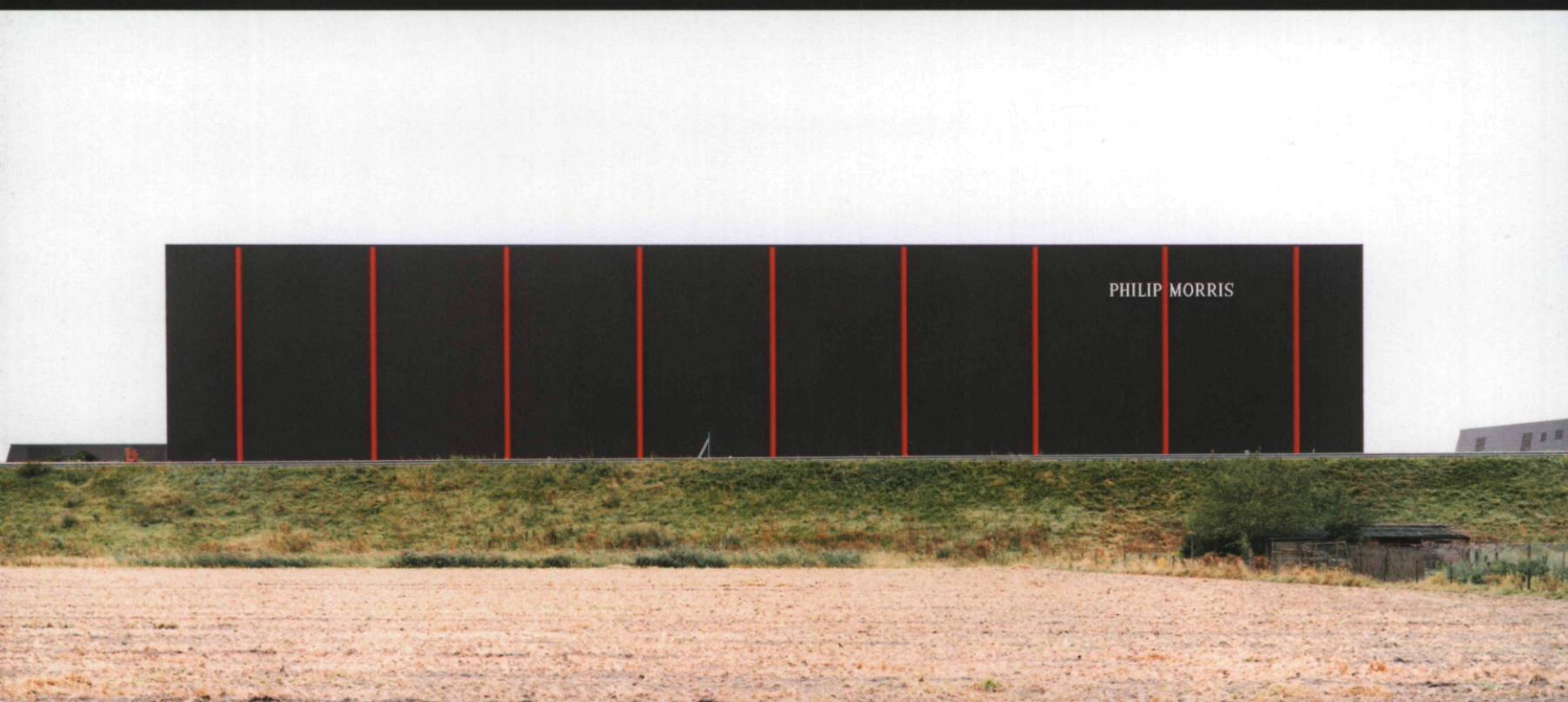
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FRANK BREUER

WAREHOUSES AND LOGOS

Cologne-based photographer Frank Breuer is a virtuoso of profuse emptiness. His photographs of the bleak but strangely beautiful warehouses and of the logo-bearing, corporate, pylon-like signs that often stand nearby seem largely emptied of discursive, annotative meaning. Because both the warehouses and the emptied sign-structures that are his subject offer no internal articulation, they are essentially scale-less, possessing temporality rather than interiority, and having more to do with duration, extension, and proliferation than with architecture or idea. This leads them toward a role as extrapolated minimalist objects: constant, indivisible, and, being spectacle-free (in the Debordian sense), paradoxically neutral, though imbued with the grace of presentness.

