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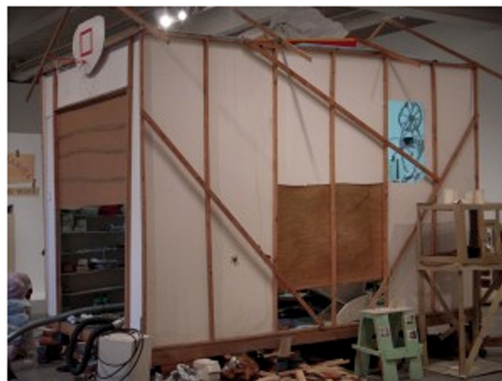
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Jason Rhoades, Four Roads at ICA – Some roads are better than others

By [roberta](#)

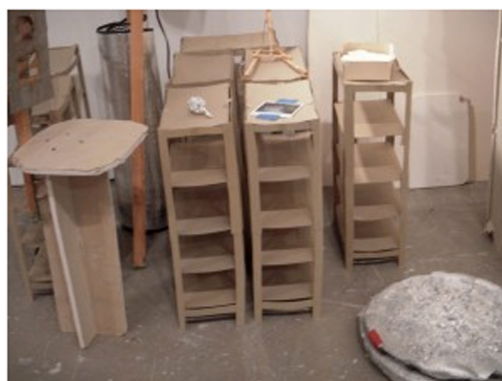
October 11, 2013 · 0 Comments

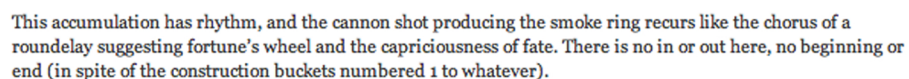
Is it fair to say that the parts are bigger than the whole? That the pleasure lies in the small moments? For me that's the way it was stepping on to Jason Rhoades' Four Roads at ICA.

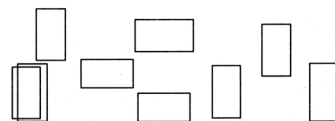


Jason Rhoades, "Garage Renovation New York (Cherry Makita)" (1993), detail

The first floor paths are the most exciting, with all the scatter art. The grayed-out, funereal carnage of "Garage Renovation New York (Cherry Makita)" (1993) sets an austere tone that is completely upset when you round the corner for the big bang of color and noise and junk and stuff of "The Creation Myth" (1998). In both these works, the microcosmic meets the macrocosmic to allow you satisfying big and small moments. Mostly the moments are visual, but there is open content here about life, death, work and play to keep you engaged while you're enjoying the spectacle.



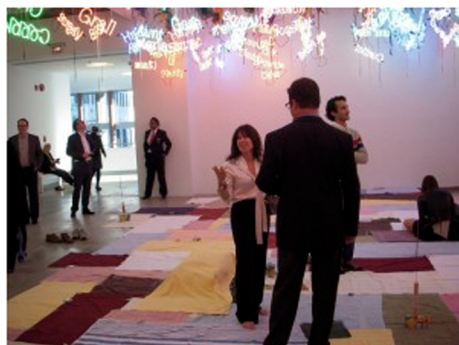




Whether or not the cannon's action is too pat a reference to the Big Bang (it's corny, but good corny), it adds suspense. It's a moment, too, of *Mad Men* machismo, of Don Draper producing smoke rings as he smokes and ponders his next drink or conquest.

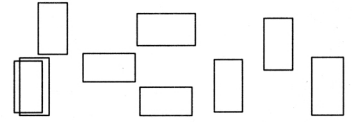


But the artist who made the art on the first floor produced something quite different — stiff and product-like — upstairs. These two later works (from the 2000's, the work downstairs is from the 1990s) feel ponderous with the points they are making. Even the titles are difficult.



"Untitled (from My Madinah: in pursuit of my hermitage...)" 2004/2013

PRESS



Jason Rhoades: Four Roads, through Dec. 29, 2013. ICA Philadelphia, 118 S. 36th St. (at Sansom). Free admission