



FRIDAY, 5:00PM  
6 APRIL 2018

STUCKEMAN JURY SPACE

# KEN SMITH

## NORMCORE: CONFLATION: NORMAL / HARDCORE

Substitute "NORMAL" for "NATURAL"

NORMCORE is a contemporary phenomenon, particularly in the fashion world, where common, ordinary or street fashion is elevated and transformed with new content and signification through artistic appropriation and manipulation. NORMCORE conflates normal and hardcore. NORMCORE typically takes the common bland normal and infuses it with wit, irony and craft.

Most landscapes are not designed by landscape architects. They are installed products procured from catalogs, big box retailers or maintenance supply sources. Walmart, Home Depot and Lowes® are the country's largest suppliers of landscape products. Landscape aesthetics are typically derived from mainstream media images and precedents. Mostly these landscapes are created as expressions of normality and convention.

To accompany the installation, Smith will deliver a keynote lecture at LABash 2018 examining issues of NORMCORE aesthetics and critique in landscape design. He will address profession and industry norms and discuss what contemporary cultural conditions and questions might be explored through NORMCORE inquiry, reworking, and commentary.

