

**FOUR GALLERIES TEAM UP TO DEBUT
MONUMENTAL AIDS WORK BY GENERAL
IDEA AT ART BASEL UNLIMITED.**

By Mark Westall • 17 September 2021



General Idea, AIDS Cross (Cadmium Red Medium), 1991/2021. Acrylic on linen, 5 panels, 150 x 150 cm each, 450 x 450 cm overall. Courtesy the Estate of General Idea; Mai 36 Galerie, Zurich; Maureen Paley, London; Mitchell-Innes & Nash, New York; and Esther Schipper, Berlin. Photo © Andrea Rossetti.

MITCHELL-INNES & NASH

On September 20th at Art Basel Unlimited, **Mitchell-Innes & Nash** (New York), **Mai 36 Galerie** (Zurich), **Maureen Paley** (London) and **Esther Schipper** (Berlin) will jointly present *AIDS Cross* (1991/2021), the most recent of General Idea's history of *AIDS* works in various media. All four galleries will additionally present works by General Idea in their respective fair booths, alongside a suite of works by their other represented artists.



AA Bronson standing in the living room of his apartment in Berlin.

Formed in 1969 by AA Bronson, Felix Partz and Jorge Zontal, General Idea created a singular body of work that addressed the intersection of art and commerce, the role of the artist and the museum, body politics, and the AIDS crisis. The group was active until 1994 when Partz and Zontal died of AIDS-related causes. *AIDS Cross* is part of a new series of *AIDS* paintings conceived by General Idea in the 90s, but that weren't realized due to the passing of Partz and Zontal.

In response to an invitation to create works for the first Art Against AIDS benefit in 1987, General Idea appropriated the colours and stacked letter design of Robert Indiana's widely quoted *LOVE* (1966), re-configuring it to read "AIDS." Producing paintings, posters, wallpaper, postage stamps, public sculpture, and billboards, General Idea spread its *AIDS* logo throughout art institutions as well as the transportation and advertising systems of North America and Europe, with the now iconic series. Comprising five panels that form a cross, *AIDS Cross* is one of General Idea's largest *AIDS* works to date, standing at over 14 feet tall and wide. The painting echoes the form and dimensions of Robert Indiana's *LOVE Cross* (1967), while also mimicking the emblem of the International Red Cross.