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## **Florian Heinke** ***Still my own Idol***

Opening: Thursday, January 15, 2009, 6 - 10 pm  
Opening times: Wednesday – Saturday 12 – 6:15 pm  
Duration of the exhibition: January 15 – February 28, 2009

At the Berlin PSM-Gallery, Florian Heinke shows self-portraits exclusively in monochromatic black in a large format on unprocessed canvas. Under the concept of *Still my own Idol*, Florian Heinke explores his own self, partly with narcissism, self-admiration and an inherent portion of self-irony and partly with poetic melancholy or self-criticism. Typical of Heinke, he comments each of his personal portraits with individual texts and poems.

In his picture language, Florian Heinke uses familiar gestural and symbolic standards. He satirizes the Marlboro Cowboy, designs a love flag, personifies himself as the Beast or poses as an arguing politician. In combination with the monochrome of pure black painting, he reduces the contents of his works to public messages. The paintings appear like posters, which transform the painted expression of emotions into almost sarcastic advertising means.

Florian Heinke names his artistic style as Black Pop. Just like a pop idol, he presents himself and his feelings in an expressively cheeky and excessively cool way in the public discussion. If the way to a great fame is still far for the young painter, he strongly turns away from the imitation of the idols of the artistic scene and looks for the relation to his own authenticity.

But by naming his style as Black Pop, Florian Heinke does not want, above all, to draw a parallel with the world of pop music, but rather to stress his contradictory way of working to the Pop Art of the 50s/60s. The Pop Art, which switches in the world of art depending on world of consumption, is contrary to the Black Pop of Florian Heinke, whose private contents are turned to the outside world, based on the aesthetics of film and advertisement posters.

With his exhibition *Still my own Idol*, Florian Heinke joins the tradition of the self-portrait. The representation of the self, which has been created again and again since the development of the self-conscious artist ego during the Renaissance period, always testified to - besides the conflict with his own physiognomy as an omnipresent model - the inner conflict of the artist with himself, with his own fluctuating moods or even with his own momentariness.

Florian Heinke is born 1981 in Frankfurt a.M., Germany. He lives and works in Frankfurt.