

So Fresh

2021

Acrylic and oil on canvas

80 cm x 100 cm

Moschino's iconic *Fresh* perfume is presented on a round table covered with a beautiful, rich blue cloth. A spotlight from above suggests that this object is the main attraction of the show. It's theatrically staged, reinforcing the luxury air that surrounds the designer perfume. A replica of a household anti-bac, cleaning spray, the duality of the object perfectly draws attention to this specific moment in time, where consumers are more concerned with buying hand sanitiser and bleach than smelling good. The pops of blue and red on the perfume label attract the eye of the consumer; colours carefully selected and coded for market advertising. The palette of the painting is a direct response to Wanda Koop's red barcode landscape painting. Epp attempts to draw Koop's emotive and compelling use of colour into his own paintings, as a way to heighten the figures and commodities he depicts. Swathes of deep blue envelope the painting, creating a deep, moody abyss, which pushes the still life display to the forefront. *So Fresh* is a contemporary still life that depicts a souvenir of our time. A souvenir not only of our Consumer Capitalist culture but of a world tarnished by the pandemic.