

Fred Truck (°1946, Mt. Pleasant, IA, United States) is an artist who works in a variety of media. By choosing mainly formal solutions, Truck often creates work using creative game tactics, but these are never permissive. Play is a serious matter: during the game, different rules apply than in everyday life and even everyday objects undergo transubstantiation.

His artworks are based on formal associations which open a unique poetic vein. Multilayered images arise in which the fragility and instability of our seemingly certain reality is questioned. By taking daily life as subject matter while commenting on the everyday aesthetic of middle class values, he makes works that can be seen as self-portraits. Sometimes they appear idiosyncratic and quirky, at other times, they seem typical by-products of American superabundance and marketing.

His works are characterized by the use of everyday objects in an atmosphere of middle class mentality in which recognition plays an important role. By parodying mass media by exaggerating certain formal aspects inherent to our contemporary society, he tries to develop forms that do not follow logical criteria, but are based only on subjective associations and formal parallels, which incite the viewer to make new personal associations.

His works are saturated with obviousness, mental inertia, clichés and bad jokes. They question the coerciveness that is derived from the more profound meaning and the superficial aesthetic appearance of an image. Fred Truck currently lives and works in West Des Moines, IA.