

**Untitled “Vinyl Rug”** by: Jim Isermann, 2016, American born Kenosha, Wisconsin 1955  
Study Paper by Joe Garcia, January 2017



**Medium:** Approximately 32' x 32', custom, temporary, 64 - 4' x 4' vinyl decal area rug defining the new foyer of the Palm Springs Art Museum, Palm Springs, CA.

**Work Completed:** 2016, Palm Springs, California

**Art Work Time Period:** Jim's overall aesthetic and works consist of a mix of Industrial Design, Architecture, Fine Art, Balancing Composition, Murals, Wall & Sculptural Work and now patterns/textiles. This specific floor installation is genuinely Modern and is based on balanced composition, geometry & mathematical proportion.

**Quoted from Jim himself -** The Untitled “Vinyl Rug” is made up of Modules that are approximately 48 x 48 inches, overall dimensions 64 x 64 feet. Like most of his work it has **2 characteristics:**

1. A deceptively simple design that is made up of modules whose orientation and repetition create the pattern. In this case there are 2 different tiles. The rug is made up of 64 tiles, 32 of each type. By simply inverting every other row of tiles each diagonal band meets a like color to create the repeating, interwoven pattern of squares.
2. The work has a site specific relationship to the E. Stewart Williams designed museum. Williams two exhibition spaces that flank the entrance are squares turned 45 degrees to the rectangle of the building's base. There is a massive structural, exposed concrete ceiling grid as well as dropped wooden grids to support exhibition lighting in the galleries. The vinyl rug's woven pattern is inspired by and in conversation with those complex grids, squares and diamonds. The square rug's overall orientation to the visitor is a diamond, yet the blue, orange and red are read again as squares. This sequence reverses itself as you circumnavigate the rug.

***“The work was inspired by the architecture of PSAM. The colors are from my palette but chosen to compliment the Severini painting...”-J. Isermann.***

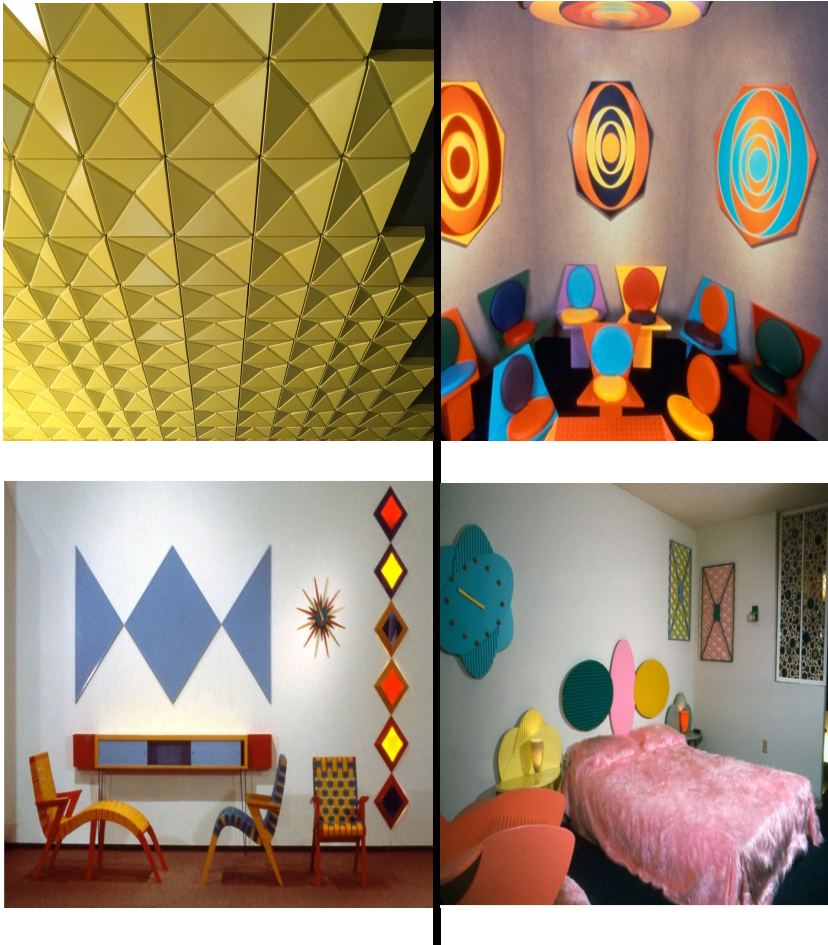
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Specific Colors and their meaning Jim used in “Vinyl Rug”:

**-Blue:** Faith, Trust, Loyal, Confidence **-Light Blue:** Mind & Body, Calming Effect

**-Light/Dark Orange:** Joy, Sunshine, Fascination, Happiness, Creative, Encouragement

**-Red:** Passion, Love, Bold, Vibrant Energy, Bright and Full of Life.



**J. Isermann Quote:**

“I was always interested in the idea, the kind of populist idea of art being for everybody, or art being in everyone’s lives in a very easy, normal kind of way...”

**ADDITIONAL NOTES:**

*-He creates everything from houseware, geometric concrete building blocks to small and big installations.*

*-Currently lives in Palm Springs.*

*-Has many other pieces of works throughout Southern California including Los Angeles and Riverside.*

*-Considered to be a California Artist with Bauhaus Tendencies and a Minimalist agenda.*

**Resources:** [www.jimisermann.com](http://www.jimisermann.com) [www.psmuseum.org/](http://www.psmuseum.org/)