

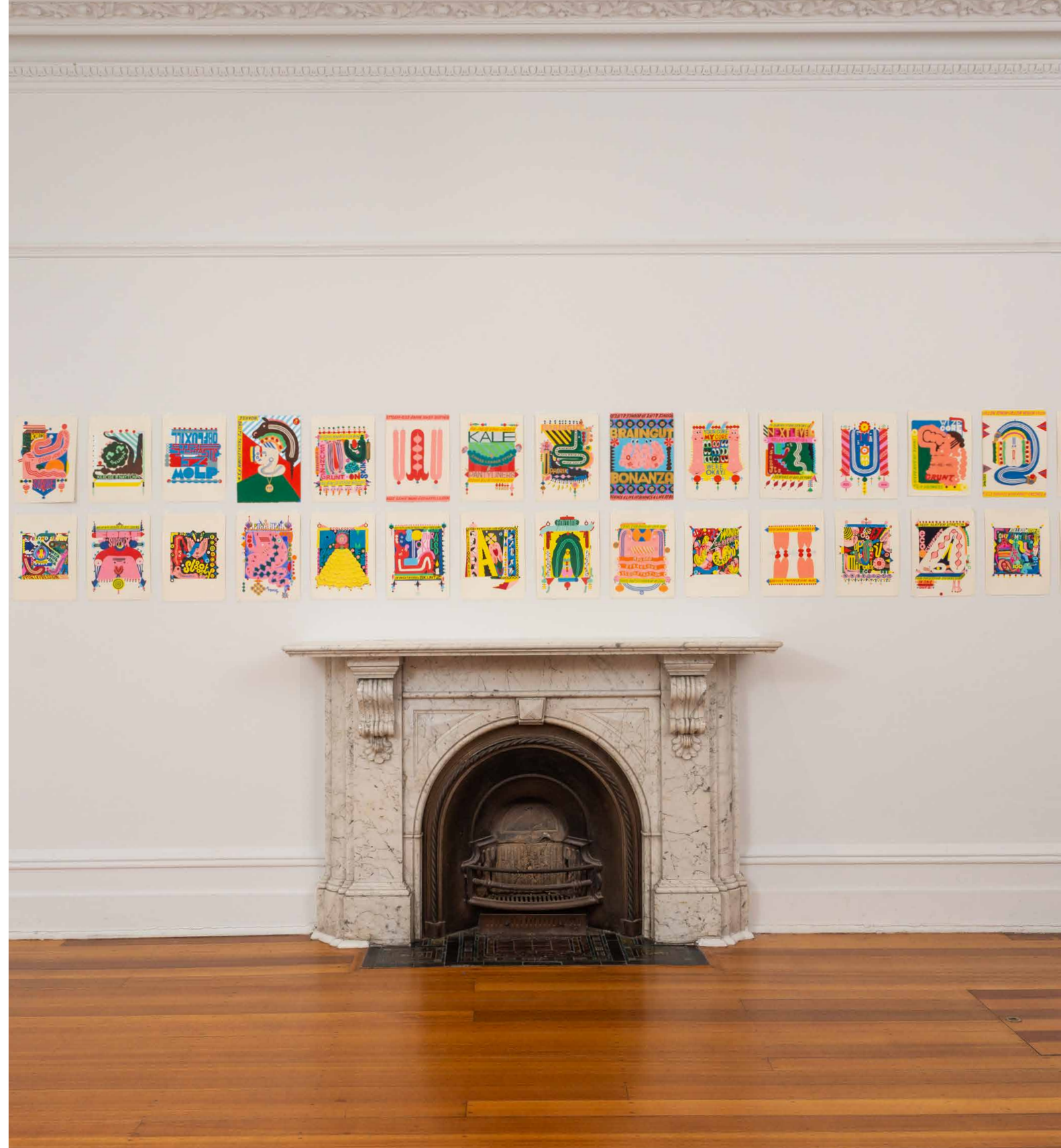
ANNA HOYLE

*Your choc-mint pelvik
floor is so boring*



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ART

IMAGE > [Front cover] Anna Hoyle, *Your choc-mint pelvik floor is so boring* [installation view], 2021, gouache and acrylic on paper and wood, 21 x 29cm. Image courtesy of the artist. Photograph: Theresa Harrison Photography.
> [Left page] Anna Hoyle, *Your choc-mint pelvik floor is so boring* [installation view], 2021, gouache and acrylic on paper and wood, 21 x 29cm. Image courtesy of the artist. Photograph: Theresa Harrison Photography.



ANNA HOYLE

Your choc-mint pelvik floor is so boring

Your choc-mint pelvik floor is so boring is a vibrant, hilarious, and incisive examination of contemporary life's foibles and idiosyncrasies. Melbourne-based artist Anna Hoyle's exhibition showcases a selection of her imitation books alongside a new series of works on paper. The books have a nostalgic, vintage warmth to them. Their shape and sculptural structure ingeniously give them the appearance of real books. They include well-worn edges with yellowing discolouration as well as price labels of the kind found in second-hand book shops. The style of the lettering and pictures is reminiscent of times past, when such design work would always have been done by hand. The works on paper take the graphic elements of the book covers into overdrive. Taking the form of posters, and with an even brighter range of contrasting colours, they embody the frenetic oversaturation of marketing imagery and disjointed slogans with which we are bombarded every day.

Hoyle has spent a life-time gleaning the phrases used in marketing campaigns, and words are often the starting point for her works. Puns on slogans and buzz-words are at the core of the work's humour. Like advertisements, these works draw us in with their bright colours and disarming figurative charm and subject matter. On closer inspection we encounter Hoyle's searing wit and the irreverent way that she toys with some of the most pervasive cultural phenomena of our times including the health industry, consumerism and advertising. Through wordplay and deliberate misspellings, Hoyle leads us to question the words that we hear so frequently to persuade us that something is worth our money and energy, such as special, uber or activated. What does this hyperbole mean in relation to the very mundane things they describe?

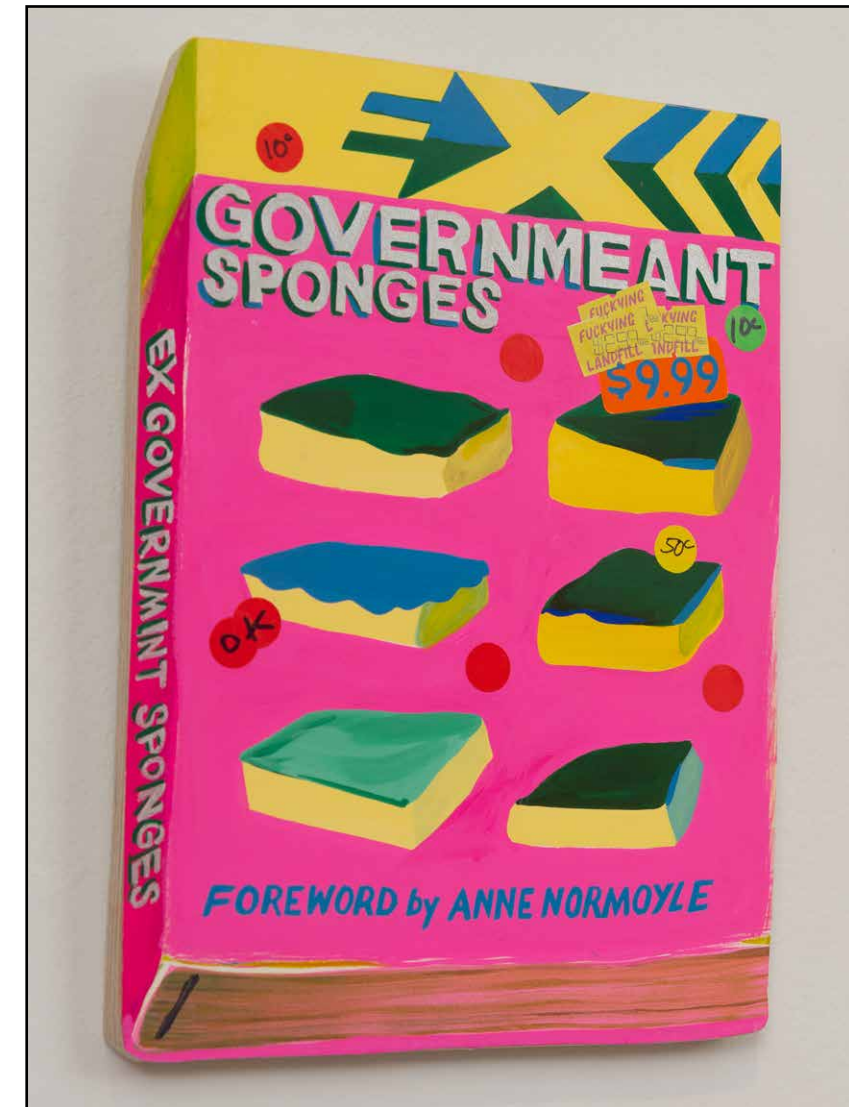


IMAGE > Anna Hoyle, *ex governmeant sponges*, 2021, gouache and acrylic on paper and wood, 21 x 29cm. Image courtesy of the artist. Photograph: Theresa Harrison Photography.

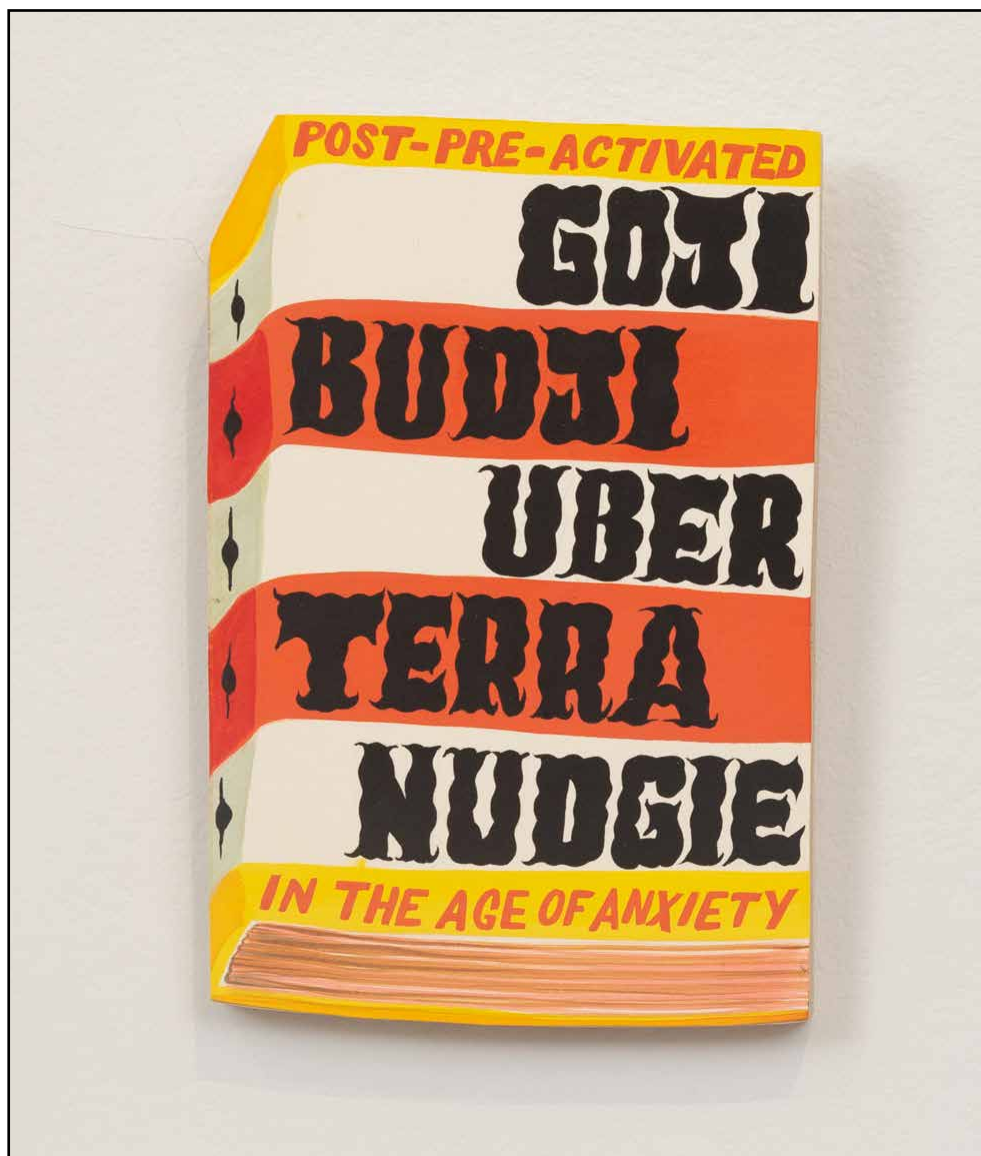


IMAGE > Anna Hoyle, *goji nudgie* [installation view], 2021, gouache and acrylic on paper and wood, 21 x 29cm. Image courtesy of the artist. Photograph: Theresa Harrison Photography.

In contrast, the artist's pseudonym, 'Anne Normoyle', appears on two of the books. Anne Normoyle is noted on the books as 'someone you might know', and someone who has given a foreword. In this brilliantly subtle way, Hoyle positions herself within the work as someone who is able to provide an opinionated introduction to the subjects at hand, and also just a 'normal' person, with whom you may be familiar, caught in the midst of a bizarre satire of real life.

The work titled *goji budji uber terra nudgie* epitomises Hoyle's interest in playing with language, as well as her broad range of cultural influences and her ability to parody the already absurd. "After finding out what these word-sounds actually meant - Goji is after the berry, Terra is Latin for earth or land, Budji is Murri for fart, Über is German for supreme and Nudgie is an Armenian term of endearment."¹ The visual qualities and sounds of the words are as important to the work as their meanings. Hoyle has said, "My acest-best first job was as a ticket writer, writing little signs for a chocolate company... I fell in love with type, layout and the 'look' and rhythm of words."² In the

case of this work's title, it sprang from an in-joke amongst Hoyle's friends relating to the name of a local organic fruit shop, which had changed its name. Often unable to recall the new name, and in order to poke fun at its intention to sound hip and of the earth, as Hoyle describes it, "with part cynicism and part humour we would refer to it as anything like oodjie niddrie nooshtie bodgie."³

The title of the show, *Your choc-mint pelvik floor is so boring*, demonstrates Hoyle's wicked humour and the zany, at times absurd, way that she approaches some of society's stranger obsessions. The health industry is rife with slogans and directives to help us improve ourselves physically, to make ourselves more appealing, more radiant. Such pursuits may well garner rewards, but for Hoyle there may be more important things in life. Your 'pelvik' floor may be choc-mint, but who cares?

One of the books, titled *helffy helf-selp*, encapsulates the spirit of Hoyle's playful subversion of the self-help industry. Depicting a cake with a sign that reads 'gloating free, rainbow kinwa, activated

¹ Anna Hoyle and Juliette Hanson curatorial meeting, November 2021

² Anna Hoyle, Biography. Source: www.annahoyle.com/about

³ Anna Hoyle and Juliette Hanson curatorial meeting, November 2021

uber berries', it uses the language used by the health industry to convince us of the superiority of certain foods. The irony of these things being presented in a cake, a food generally not associated with health is funny in itself, but the cake also represents the way that certain products are marketed in an ultimately appealing way, easy to swallow - with frosting! Who wouldn't want to make their life better by eating activated uber berries? The most incisive part of the work, however, is the inclusion of the dog (an animal known to enjoy simple pleasures) vomiting.

The cake, an unlikely symbol of self-help industry, has the potential to make us sick. Hoyle's work subtly points to the fact that there is a dark side to the billion-dollar health and self-help industries; a toxic positivity. Self-help books can give false hope or prevent people from seeking professional support. A well-worn technique of advertising is to suggest a problem where there is none, to create a need for the solution that is being sold. Mental wellbeing or physical health shouldn't be sold in the same way as a new brand of washing powder. For self-help to be marketed we must believe that there is something wrong

with ourselves; we are not happy enough, grateful enough or energetic enough. Most self-help books purvey a quick fix approach, including specific mantras or actions that will yield specific results, and they are not targeted to the individual.

Hoyle's work is about much more than a mockery of health industry rhetoric. It is also a critique of the manipulative power of advertising and the deep-seated social and environmental problems related to consumerism. Through mimicry and ironic subterfuge Hoyle exposes the linguistic and graphic façade that exploits some of our deepest desires and exacerbates our addictions to objects, shopping and self-improvement.

Despite the serious issues that underpin the work, the exhibition is at the same time a joyful examination of semiotics and the aesthetic of advertising. Hoyle's work encompasses an array of emotions, and the artist has commented on her own ambivalence towards marketing and the media, saying, "The profound wonder with which I enjoy and loathe the tricky dialectic of consumer culture and its artifacts, (such as sponges, scourers, pool noodles, rubber



IMAGE > Anna Hoyle, *lets talk about fear*, 2021, gouache and acrylic on paper and wood, 21 x 29cm. Image courtesy of the artist.



IMAGE > Anna Hoyle, *Your choc-mint pelvik floor is so boring* [installation view], 2021, gouache and acrylic on paper and wood, 21 x 29cm. Image courtesy of the artist. Photograph: Theresa Harrison Photography.

gloves, runners, spray bottles, gift bags, active wear), only makes me laugh harder and cry longer.”⁴

In the work titled *let’s talk about fear*, a rearing horse with ears back and legs kicking, so accurately depicts the frantic pace of contemporary life and the distress imposed by its incessant demands. The idea that we should pursue positivity at all times can leave us feeling inadequate rather than empowered. However, some of Hoyle’s works display a more sincere appreciation of the drive to live your best life, for example the work titled *peak doodle*, which is a book with the words ‘labradoodles everywhere even in my hair my fabulous life!’ inscribed on the front cover. This work suggests that there is genuine happiness to be found within the excess and the torment.

Your choc-mint pelvik floor is so boring allows us some welcome respite from the seriousness of our endeavours and the self-doubt and anxiety engendered by contemporary living, within which it is somehow not enough to be ‘normoyle’. With this new body of work, Hoyle encourages us to laugh at ourselves, at the fakery, at the unachievable expectations, and at the mundane objects and delusions that we rely on for comfort. Humour and tragedy meet here in equal measure and there is nothing boring about it.

Juliette Hanson
Curator
Linden New Art
November 2021

⁴ Anna Hoyle and Juliette Hanson curatorial meeting, November 2021



ANNA HOYLE

Anna has a Master of Fine Art by Research from Monash University and a First-Class Honours degree from The Victorian College of Arts. She has received numerous awards for her works on paper and her work is held in The National Gallery of Australia, Artbank, The University of Queensland Art Museum, Mornington Peninsula Regional Gallery, SBS and La Trobe University. She is currently working on a collection of text-based gouache paintings and a book of her fictional book paintings as well as lecturing in Graphic Design at Victorian College of the Arts.

annahoyle.com

IMAGE > Anna Hoyle in her studio. Image courtesy of the artist. Source: artist's website.

LIST OF WORKS

> BOOKS

she cooked tuna pasta like a depressed housemate, 2021, gouache and acrylic on paper and wood
17.5 x 11.5 x 1.5cm
\$700

mynah renovation, 2021
gouache and acrylic on paper and wood
25 x 19.5 x 1.5cm
\$700

down face dog icy poles, 2021, gouache and acrylic on paper and wood
21.5 x 14 x 1.5cm
\$700

ex governmeant sponges, 2021, gouache and acrylic on paper and wood
25.5 x 18.5 x 1.5cm
\$700

optimal beauté, 2021
gouache and acrylic on paper and wood
19 x 17 x 1.5cm
\$700

eyebrow swooshes, 2021
gouache and acrylic on paper and wood
18 x 13 x 1.5cm
NFS

brain gut sing along!, 2021
gouache and acrylic on paper and wood
17.5 x 11.5 x 1.5cm
\$700

my clitoris: the squashed sultana, 2021
gouache and acrylic on paper and wood
24.5 x 17.5 x 1.5cm
\$700

spirulina boob couch, 2021
gouache and acrylic on paper and wood
23.5 x 20 x 1.5cm
\$700

lets talkabout fear , 2021
gouache and acrylic on paper and wood
18.5 x 13 x 1.5cm
\$700

pink ham & philly cubes, 2021, gouache and acrylic on paper and wood
16.5 x 12 x 1.5cm
\$700

goji nudgie, 2021
gouache and acrylic on paper and wood
17.5 x 12 x 1.5cm
\$700

cucumber portal, 2021
gouache and acrylic on paper and wood
25 x 17.5 x 1.5cm
\$700

chuck fuck & loyle doyle, 2021, gouache and acrylic on paper and wood
23 x 17.5 x 1.5cm
\$700

boobs fix it, 2021
gouache and acrylic on paper and wood
23.5 x 17 x 1.5cm
\$700

high rise self interest cake, 2021, gouache and acrylic on paper and wood
18 x 13 x 1.5cm
\$700

good rug advice , 2021
gouache and acrylic on paper and wood
18.5 x 13 x 1.5cm
\$700

calm & happy, 2021
gouache and acrylic on paper and wood
18.5 x 14 x 1.5cm
\$700

your choc - mint pelvic floor, 2021, gouache and acrylic on paper and wood
23 x 16 x 1.5cm
\$700

are you a casual relaxed metallic throw?, 2021
gouache and acrylic on paper and wood
26.5 x 18 x 1.5cm
\$700

hevy breaving & nesting tables, 2021
gouache and acrylic on paper and wood
19.5 x 16 x 1.5cm
\$700

high pony active pant, 2021, gouache and acrylic on paper and wood
25 x 19 x 1.5cm
\$700

peak doodle , 2021
gouache and acrylic on paper and wood
25.5 x 19 x 1.5cm
\$700

ikea pencils, 2021
gouache and acrylic on paper and wood
22.5 x 19 x 1.5cm
\$700

the inner cushion can be removed (pompoms), 2021
gouache and acrylic on paper and wood
26.5 x 18 x 1.5cm
\$700

belts n bags.com , 2021
gouache and acrylic on paper and wood
23.5 x 17 x 1.5cm
\$700

eezy comb: a thriller, 2021
gouache and acrylic on paper and wood
36.5 x 26.5 x 1.5cm
\$700

the curse of the mynah bird & mission brown, 2021
gouache and acrylic on paper and wood
17.5 x 13 x 1.5cm
\$700

organic nails.com, 2021
gouache and acrylic on paper and wood
21.5 x 13.5 x 1.5cm
\$700

coal: a medieval romance, 2021, gouache and acrylic on paper and wood
25 x 18 x 1.5cm
\$700

the paleo jeggings chopped down the trees, 2021
gouache and acrylic on paper and wood
21.5 x 14.5 x 1.5cm
\$700

helffy helf-selp, 2021
gouache and acrylic on paper and wood
21 x 29cm
\$700

godgis helffy meal shaykz, 2021, gouache and acrylic on fabriano paper
42 x 58cm
\$700

xtreem thigh slave, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

earthwipes, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

> **WORKS
ON PAPER**

nu style porcine lift, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

molp stretchtastic, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

kale panty liners, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

inner urban gut prowess, 2021, gouache and acrylic on fabriano paper
42 x 58cm
\$700

tolozofux, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

bio-activulva, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

cucumber support, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

hoarse brute trickle down fx, 2021, gouache and acrylic on fabriano paper
42 x 58cm
\$700

uphorik nike wurm, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

brute force nutri ninja, 2021, gouache and acrylic on fabriano paper
42 x 58cm
\$700

core supplix, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

cucumber portal, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

rise n shine active knits, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

skuntz grunt carrots, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

brain gut bonanza, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

sloooty core hump, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

sloooty eco inertia, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

neo geo sebaceous sequestration, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

xercise in naytcha, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

magic genie wand refills, 2021, gouache and acrylic on fabriano paper
42 x 58cm
\$700

your core my core, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

brute force full moon, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

petal up-slit pant, 2021
gouache and acrylic on fabriano paper
42 x 58cm
\$700

sloooty wonder clappers, 2021, gouache and acrylic on fabriano paper
42 x 58cm
\$700

narcissus twin peak buns, 2021, gouache and acrylic on fabriano paper
42 x 58cm
\$700

sloooty mirackle fit, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

slater stretch, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

oxypamylite, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

fecund portal, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

body tecknik, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

cuntry crafts actives, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

*extreem bandicootz hot
battered*, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

brain – gut expo, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

spiruleena, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

fibre-gut fit, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

activ awareness, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

*bifurcated bettina loves
downnface dog*, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

flab kunst kraft, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

optimystikl, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

spirulina boob couch, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

bio-connex, 2021
gouache and acrylic on
fabriano paper
42 x 58cm
\$700

> **WORKS ON CANVAS**

nikes & nadirs, 2021
acrylic on canvas
56 x 56cm
\$2,200

lycraphilia, 2021
acrylic on canvas
56 x 56cm
\$2,200

> **PRICE TAGS**

fuckying landfill, 2021
acrylic on canvas
15 x 25cm
\$2.99

coles, 2021
acrylic on canvas
12 x 20cm
\$8.58

lucky loot, 2021
acrylic on canvas
15 x 25cm
\$6.99

laughing labiadoodles, 2021
acrylic on canvas
15 x 25cm
\$7.99

dancing trolley, 2021
acrylic on canvas
15 x 25cm
\$3.99

WHAT'S ON

ARTIST TALKS

MEET THE ARTIST > LINDEN POSTCARD
SHOW WINNING ARTISTS
Sunday 30 January 2022
Free, at Linden New Art

MEET THE ARTIST > ANNA HOYLE
Thursday 24 February 2022
Free, at Linden New Art

TOURS

MULTILINGUAL TOURS
Free, Linden website
AUSLAN TOURS
Free, Linden website

FOR ARTISTS

ARTIST SPEAKEASY > PUBLIC ART
PROJECTS
Thursday 10 February 2022
Free, Facebook & YouTube live
CRAFTERNOON FOR ADULTS
Free, Linden New Art website

FOR CHILDREN

CRAFTERNOON FOR CHILDREN
Free, Linden New Art website

ON HOLIDAYS WITH LINDEN
> NGV KIDS ON TOUR
Free, take home and online

ON HOLIDAYS WITH LINDEN
> TREASURE HUNT
Free at Linden New Art

IMAGE > [Left page] Anna Hoyle, *Your choc-mint pelvik floor is so boring* [installation view], 2021, gouache and acrylic on paper and wood, 21 x 29cm. Image courtesy of the artist. Photograph: Theresa Harrison Photography.



LINDEN NEW ART

Director: Melinda Martin
Curator: Juliette Hanson
Development Manager: Lyn Johnson
Design & Marketing Coordinator: Mathieu Vendeville
Events & Community Engagement Coordinator: Linda Studena
Gallery Administrators: Hana Vasak & Shelley Xue
Volunteer Officer: Ada Coxall
Gallery Assistant: Clare Niere

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623, 246

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