

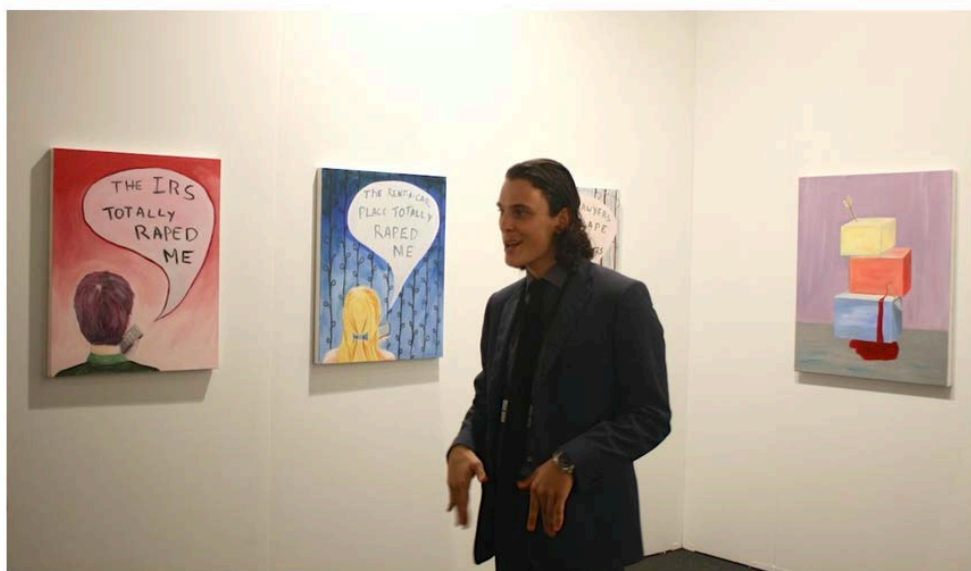
# TIF SIGFRIDS

## *Glasstire* {Southern California visual art}

### Car Salesman Hawks Joe Sola Paintings at Tif Sigfrids ALAC Booth

February 2nd, 2015 – MATT STROMBERG ([HTTP://WWW.GLASSTIRE.COM/SOCAL/AUTHOR/MATT-STROMBERG/](http://www.glasstire.com/social/author/matt-stromberg/))

Although they traffic in the rarified world of high culture, art dealers are essentially shopkeepers. In this sense, they have more in common with, say, car salespeople than with curators. This comparison was brought to life Thursday night at the opening of [Art Los Angeles Contemporary](http://artlosangelesfair.com/) (<http://artlosangelesfair.com/>), where the person manning [Tif Sigfrids](http://www.tifsigfrids.com/) (<http://www.tifsigfrids.com/>)' booth literally was a car salesman. Instead of being greeted by the gallery owner or staff, visitors encountered Brandon Gojcaj, a smooth-talking, sharp-dressed Lexus Delivery Specialist.



([http://www.glasstire.com/social/wp-content/blogs.dir/1/files/2015/01/IMG\\_6959.jpg](http://www.glasstire.com/social/wp-content/blogs.dir/1/files/2015/01/IMG_6959.jpg))

Brandon Gojcaj giving the pitch in Joe Sola's "Car salespeople selling my paintings at Art Los Angeles Contemporary" (all photos by the author)

This was all part of a new work by artist [Joe Sola](http://www.joesola.info/) (<http://www.joesola.info/>), "Car salespeople selling my paintings at Art Los Angeles Contemporary." Like fellow art trickster Maurizio Cattelan, Sola often uses humor to poke fun at the uptight conventions of the art world. Previously this has involved feeding a Laura Owens painting into a wood chipper, inviting curators to his studio and then jumping out the window, or most recently staging an entire show of paintings inside [Ms. Sigfrids' ear](http://www.tifsigfrids.com/) (<http://www.joesola.info/earpainting.html>). For ALAC, Sola presents darkly comic paintings that focus on how the word "rape" is casually thrown around in our culture, despite

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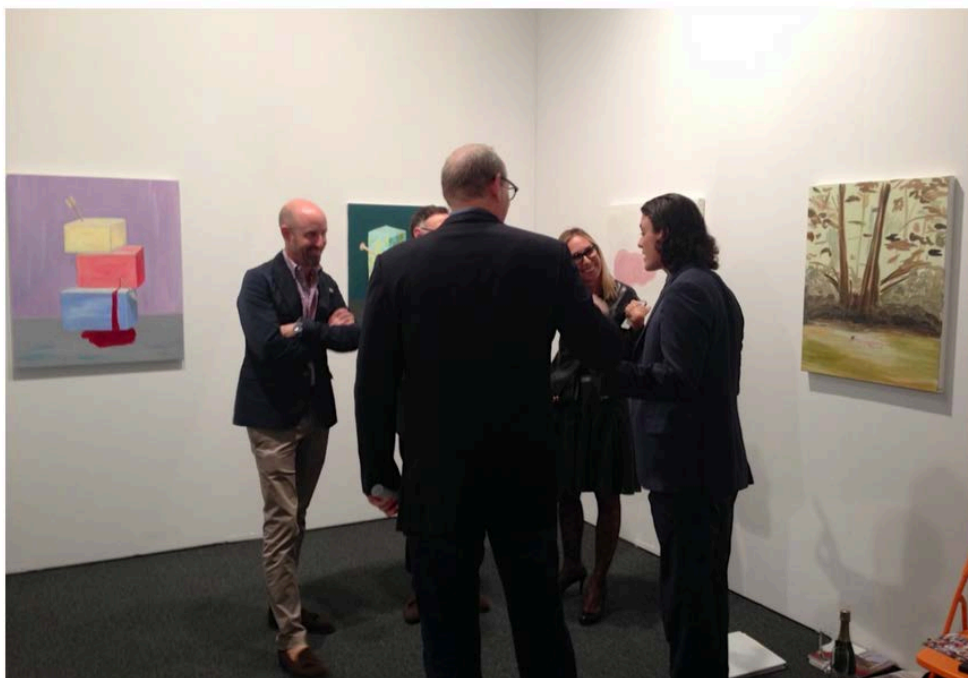
pervasive fears of actually talking about it. He has depicted the backs of cartoonish heads next to speech bubbles reading, “The IRS totally raped me” and “My lawyers will rape their lawyers.” In the booth the slick salesman and the small, simple, uneasy paintings provided a curious juxtaposition.



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Brandon Gojcaj in Joe Sola's "Car salespeople selling my paintings at Art Los Angeles Contemporary"

It all started when Gojcaj got a call from Sigfrids recently after the Lexus dealership where he works staged a benefit art show for cancer research. A friend of the gallerist had met him there and recommended the salesman. “Before she even asked me if I wanted to do it I cut her off and I said, ‘you don’t even need to ask me. I want to do this 100%,’” Gojcaj told me.



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The dealer sent him material on Sola and arranged for a meeting with the artist, where Gojcaj says they connected right away. He had a welcoming air on Thursday night, reaching out to anyone who strolled by, eagerly explaining Sola's challenging art. His pitch didn't come off as a put-on, he genuinely seemed enthusiastic about the work. Although he's only been selling cars for 8 months, the 19-year old aspiring actor has the confident ease of a veteran salesman. Nothing had sold yet, but a few people had expressed interest. "I'm not leaving until everything's gone, that's for sure," he told me. Gojcaj will be at the booth through Friday, with another car salesperson covering the rest of the weekend.

Gojcaj sees parallels between the two forms of commerce, but says he prefers selling art, despite his limited experience. "There's more characters, better stories," he said. Overall, however, they're both about making a connection between two people. As he told me, "it's creating a lifelong relationship in two minutes."

I checked back in with Gojcaj Saturday morning and he told me that although many people had expressed interest, he hadn't closed any deals: "I had an unbelievable time, still telling everyone about it," he texted me. "Every person who asked to purchase and said they would be right back did not return haha, but I was told many are coming back this weekend to finalize purchases."

Welcome to the art world, Brandon.