



THE NEW YORKER

NOVEMBER 16, 2009

GALLERIES—CHELSEA

JOSH GOSFIELD

Best known as a designer and illustrator, Gosfield turns to a broad range of photo-based iconography (album and magazine covers, tabloid spreads, posters) for this savvy, engaging show. His subject is the entirely fictitious, but utterly believable, Gigi Gaston, a sixties French singing star whose meteoric, scandalous career is described in painstakingly authentic artifacts and museum-style labels quoting everyone from Jean Genet to Janis Joplin. With a pop connoisseur's attention to period detail, Gosfield concocts a novel by Françoise Sagan, a *Harper's Bazaar* cover by Richard Avedon, and a music video by Jean-Luc Godard, complete with publicity stills. Pop history meets fan fantasy, with hilarious results. Through Nov. 25. (Kasher, 521 W. 23rd St. 212-966-3978.)