

SCOTT FROSCHAUER

Scott Froschauer is an experimental artist who lives and works in Los Angeles. His background consists of a structured education in Engineering, Theoretical Linguistics, Science, Art, Computer Programming and Business along with practical experience in Fabrication, Design, Non-ordinary Reality, Experiential Narrative, Venture Capital, Counterfeiting and Breathing.



Froschauer's work is first and foremost experiential, focusing on pieces that are not easily captured through photography and digital distribution. He believes that our culture considers being connected to oneself to be a revolutionary act. He attempts to create work that might expose and counteract the constant tides of alienation, judgement and addiction which our culture uses to avoid uncomfortable mental and emotional spaces.

Froschauer's works have been featured at Burning Man since 2004 and have also been sponsored for a variety of public and institutional projects; including "The Art of Burning Man" at the Hermitage Museum in Virginia and The Glendale Library, Arts and Culture Department "Words on the Street" art project, where he installed 20 of his signs throughout parks and public spaces. Through the subversions of signs and languages, Froschauer transforms negative rhetoric into alternative messages of positivity, connectivity and playfulness.

When talking about his art, Froschauer says, "How does one express humanity? I think it's pretty complicated. Sometimes it's beautiful, sometimes less so. I don't always know what a particular piece means and I love to discover new perspectives in conversations with viewers. The main visual language in street signs is traditionally negative, my artwork is about imagining how to give reassuring language in the place of negative language.

I ran into a city worker who was maintaining the landscaping around one of my street signs. He asked what the sign was supposed to mean. Of course I asked him what he thought it meant. After several minutes of explaining his search for the official meaning of this, very unofficial, sign, he finally said that he wasn't really sure what it was supposed to mean but it made him feel something, something he wasn't quite sure of... Something that felt like hope."



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Recent Exhibitions

2018 ARK Gallery, Alta Dena, CA
2018 Artspace Warehouse, CA
2018 Smithsonian American Art Museum, Washington DC
2017 Burning Man Festival, Black Rock Desert, NV
2017 Orange County Center for Contemporary Art, Santa Ana, CA
2017 Ave 50 Gallery, Los Angeles, CA
2017 Brainworks Gallery, Los Angeles, CA
2017 South Bay Contemporary, San Pedro, CA
2017 Studios on the Park, Paso Robles, CA

Notable Collections

Kelly Clarkson, Los Angeles, CA

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