

"R/SF Projects Displays a 'Premium Emporium' of Fabulous Faux Decadence"

Written by Sarah Hotchkiss

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Installation view of Hadar Kleiman's 'Premium Emporium,' with terrazzo diamonds, 'Pyramid' and 'If The Tooth Fits,' from left to right. (Courtesy of R/SF projects)

If you manage to escape the gravitational pull of hot butter smell emanating from Mr. Holmes bakeshop next door to R/SF.projects, you'll find yourself inside one of San Francisco's newest artist-run galleries, a two-story storefront focused on "contemporary work, alternative projects and offbeat programming from the Bay Area's emerging talent."

The current exhibition, a solo show from San Francisco-based artist [Hadar Kleiman](http://Hadar.Kleiman), is a study in the display methods of luxury goods, appropriately titled Premium Emporium. The show's centerpiece is Mall Wall, a viewing station, complete with a small bench, for an inset display of cast and found objects bounded by a faux-gold frame. Positioned diagonally in the gallery's ground-floor space, Mall Wall makes its construction — and artifice — fully visible, with raw wood supports, clamps and lighting fully on view behind the laminated wall.



Hadar Kleiman, Front and back of 'Mall Wall,' 2016. (Courtesy of R/SF projects)

Premium Emporium is rife with clever thematic and material connections. In the mezzanine space overlooking the ground-floor gallery, a trio of wall-mounted terrazzo diamonds, made by the artist with skills gleaned from YouTube demos, connect back to the downstairs sculpture *Lingam*, a phallic ceramic piece supported by a pedestal wrapped in terrazzo-patterned adhesive film.

An outlier in the exhibition is *If The Tooth Fits*, a sculpture of strange aesthetic decisions. Like *Mall Wall*, it has two views. From the front, oversized yellow teeth set in lurid pink gums support a purple plywood roof. Viewed from behind, the roof contains a mirror and leaf-filled diorama, at the center of which sits a small cobra figurine. The entire sculpture rests atop a table that would fit neatly into the interior decorating scheme of a Mel's Diner.



Hadar Kleiman, Detail of 'Mall Wall,' 2016. (Courtesy of R/SF projects)

Though fake foliage and images of pyramids and snakes appear elsewhere in the show, *If The Tooth Fits* stands out as a singularly weird piece, a rare occurrence in the highly curated world of white cube spaces.

Amid the many textures, colors and material choices in *Premium Emporium*, Kleiman demonstrates an impressive facility with her chosen supplies, easily incorporating synthetic fur, gold leaf glass tiles and a Corkcomfort floating floor into her examination of visual decadence and its many approximations.

Bonus points: After a visit to R/SF, follow your nose to gustatory decadence and sample [Mr. Holmes'](#) signature "cruffin," a hybrid pastry covered in sugar and stuffed with a flavor-changing-daily creme.