

# TEMPLON

## II

WILL COTTON

*ARTFORUM*, 19 juin 2020

## WILL COTTON – GALERIE TEMPLON



### **Until July 25 (Brussels)**

Ten years after his last exhibition at Galerie Templon, the New York painter Will Cotton, famous for his depictions of all kinds of sweets, is unveiling a provocative and quirky exhibition at the gallery's Brussels space: *The Taming of the Cowboy*.

In a nod to his country's political schizophrenia in the midst of the electoral campaign, Will Cotton offers a new take on the myth of the cowboy, symbolizing the conquest of the West. His large, ostensibly classical oil paintings portray a surprising encounter between triumphant cowboys and their fantastical steeds: pink unicorns.

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The figure of the cowboy evokes a strong sense of American masculinity, associated with freedom, manifest destiny and a culture of violence. In contrast, the unicorn — particularly when pink — reminds us of a more contemporary mythology that has in recent years taken possession of the little girls' section of toy and clothing departments everywhere. Questioning the notion of gender, the exhibition explores the relationship between the sexes along with the hyper-sexualisation of childhood, the notion of queer, and the LGBT movement, whose global mascot has recently become the rainbow unicorn.