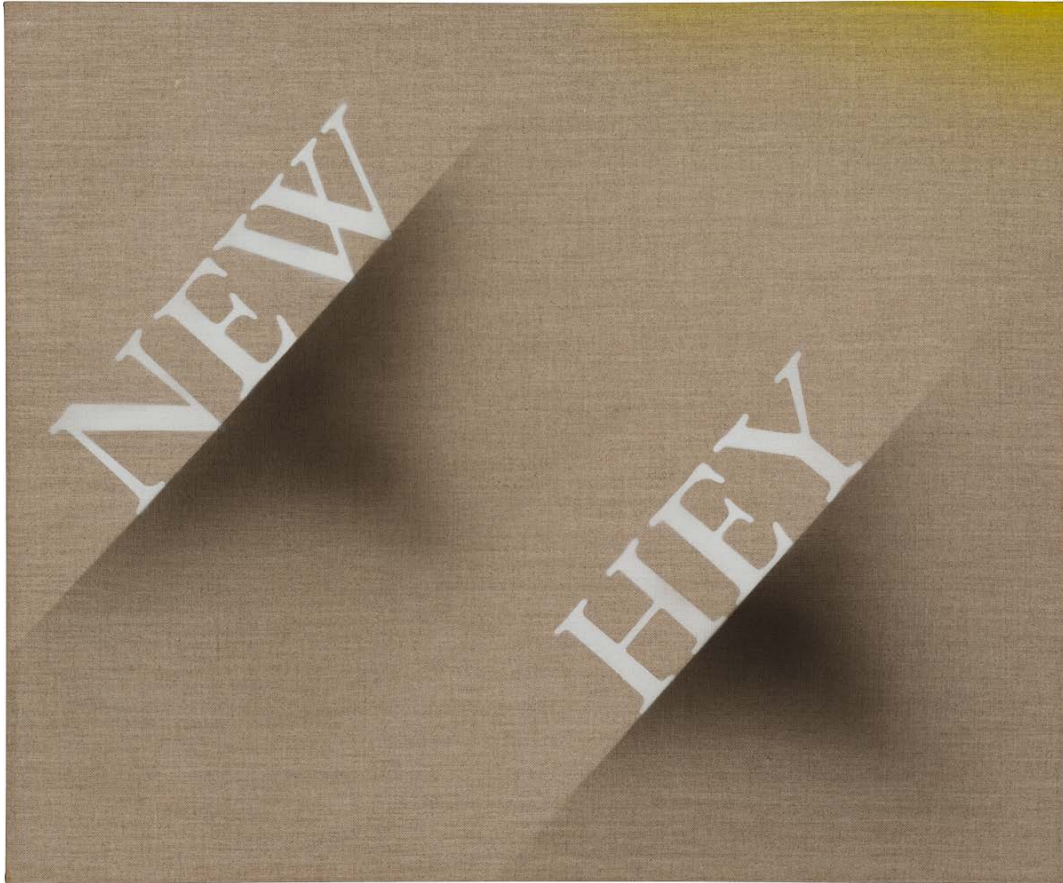


GAGOSIAN

Gagosian to Present *Ed Ruscha: Says I, to Myself, Says I* in London

Exhibition Opens October 14, Coinciding with Ruscha's Exhibition at Gagosian in Paris



Ed Ruscha, *New Hey*, 2024, acrylic on linen, 20 × 24 inches (50.8 × 61 cm) © Ed Ruscha. Photo: Jeff McLane

[Download Press Images](#)

LONDON, October 2, 2025—Gagosian is pleased to present *Says I, to Myself, Says I*, Ed Ruscha's first exhibition dedicated to his paintings on unprimed linen. On view at the Davies Street gallery in London from October 14 to December 19, it coincides with *Talking Doorways*, an exhibition at Gagosian's rue de Castiglione gallery in Paris, which is on view from October 22 to December 3.

Ruscha began making paintings on raw linen in the early 1990s, although this body of work has never before been the focus of an exhibition. The ten new works in this format presented in London establish visual and textural contrasts between the painted words and images and their supports, emphasizing their definition and potential. Rendered in a serif typeface and mostly in white, many of the words are underlined with tapering black shapes that accentuate them and suggest horizons and cast shadows within otherwise flat compositions, while some canvases include additional painted passages and symbols.

Since the 1960s, Ruscha has consistently foregrounded the strangeness of everyday language, exploring how the relationships between words and images transform the meanings of each. *It's It* (2024) suggests an attempt to clarify the identity of something, though the lack of antecedents renders

the doubled pronoun somewhat cryptic. *It's It* also incorporates the naturalistic image of a wooden plank stretched across the top of the composition—the defining element of the artist's *Tom Sawyer* paintings from 2022.

Other works picture a mountain peak—among Ruscha's most iconic motifs—in a juxtaposition of archetypal landscape imagery with signifying language. Instead of using the snowy range as a backdrop to text as he did in his *Mountain* series (1997–), Ruscha here positions it as a graphic and painterly element, replacing abstract shapes in these paintings.

Says I, to Myself Says I (2024) places its text at a diagonal, the words' dynamism emphasized by the geometric shapes that extend from the lines to the right. An intriguing example of vernacular language, the phrase can be found in Irish and American folk songs and colloquial sayings, while the repetition of "Says I" suggests an introspective declaration.

Gagosian will publish a catalogue on Ruscha's new work to accompany the exhibition.

For Ed Ruscha's biographical information and exhibition history, [please visit gagosian.com](https://www.gagosian.com).

#EdRuscha

ED RUSCHA

Says I, to Myself Says I

Opening reception: Tuesday, October 14, 6–8pm

October 14–December 19, 2025

17–19 Davies Street, London

Press

Gagosian

press@gagosian.com

Toby Kidd

tkidd@gagosian.com

+44 20 7495 1500

Laura Callendar

llcallendar@gagosian.com

+44 7393 464636

Bolton & Quinn

Daisy Taylor

daisy@boltonquinn.com

+44 20 7221 5000