

# REGEN PROJECTS

Nys Dambrot, Shana. "13ThingsLA: March 25." [13 Things LA](#) (March 25, 2026) [ill.] [online]



13ThingsLA: March 25  
Whose Streets for your art calendar



Jack Pierson, *HOLY SHIT*, 2026, Metal and plastic, 35 x 41 1/2 x 3 1/4 in (© Jack Pierson, courtesy the artist and Regen Projects)

REVIEW: *Jack Pierson: Curtains* at Regen Projects.

There is always something of the easy joke about Pierson's iconic text-based works. Part ransom note, part vintage glamour, funny, poignant, risqué, and gently teasing despite their irritatingly photogenic, optically grabby posture, it would still be a mistake to dismiss them as either ironic or simple. For one thing, in person the aura of the artist's joyful, obsessive hoarding of vintage marquee letters springs to rusty, enameled, jaunty life. The installation—a vast, open volume of floating space where works like *Altruistic and Hot*, *Famous Last Words*, or *Beauty* have room to breathe but the eye never stops moving—short-circuits expectations with an unmistakable, analog, intuitive frequency belonging to Pierson alone. In the way the physical letters dictate the curveballs of their own compositions, and in the slow-burn of a room that transforms viewing into a physical negotiation that is fundamentally different than mere reading, the debris of signs and wonders hits with a depth that cynicism cannot touch. On view in Hollywood through April 18; [regenprojects.com](#). —SND

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