

Press Release

CONTACT:

Aki Martin, Marketing Director
619.501.5689
aki@scottwhiteart.com

Victor Rodriguez
“White Variations, part 2”

September 7 – October 27, 2007
Opening Reception: Friday, March 9 6:00 – 8:00 p.m.

San Diego, California - For Immediate Release

EVENT SUMMARY:

Scott White Contemporary Art is pleased to present the forthcoming exhibition of recent paintings by Mexican born artist Victor Rodriguez. The exhibition will be available for viewing beginning Friday, September 7 through Saturday, October 27, 2007. The opening reception will take place on Friday, September 7 from 6:00 – 8:00 p.m. Light refreshments will be served. This event is free and open to the public.

EXHIBITION DETAILS:

Photorealism evolved in the late 1960's and early 1970's as a rebellious response to Abstract Expressionism and other Minimalist art movements in American Art. By the 1980's Photorealism became a full-fledged art movement. In the footsteps of the genre's forefathers, Ralph Goings and Chuck Close, nowhere is the revival of hyper-realistic art more perfectly reflected than in the paintings of Mexican born artist, Victor Rodriguez.

Born in Mexico City in 1970, Victor Rodriguez has exhibited extensively in Mexico, Japan, Spain, Italy, France and the U.S. In 1992, he was awarded First Prize in the XI Rufino Tamayo Biennial in Mexico City. His work is included in the collections of the Museum of Contemporary Art, San Diego, the Flint Institute of Contemporary Arts, and the Museo de Monterrey in Mexico, among others. Presently, he lives and works in Brooklyn.

Rodriguez's imagery is immaculate, depicting intricate surface textures such as skin and clothing in a hyper-realistic manner. In the vein of Photorealism, the surface quality is slick and glossy as the pages of a high-end fashion magazine. However, Rodriguez does

not identify himself as a Photorealists whose core philosophy was purely objective; to paint as a process of reproducing a photograph with no personal or intimate narrative. And although he sites the forefathers of Photorealism such as Chuck Close and Franz Gertsch as influences, his interest in painting is derived from Renaissance artists such as Vermeer and Velazques, who rendered realism with a personal or historical narrative. Indeed, Rodriguez's paintings are rich with narrative and deeply personal, exacerbated by imagery that is so real, one can almost feel by seeing.

The exhibition will feature 6 paintings from the "White Variation" series. All of the paintings are derived from the same photograph he used a few years ago in a painting entitled "White"; hence the title of the exhibition. In this body of work, Rodriguez attempts to "explore the process that involves making a painting, making reference to painting itself, or formally underlining the lie that a work of art really is." This show follows his first exhibition of this body of work, which was exhibited at the Galeria Ramis Barquet in Monterrey, Mexico, earlier this year.

FOR MORE INFORMATION ON THE ARTIST, OR TO INQUIRE ABOUT AVAILABLE PAINTINGS, PLEASE CONTACT THE GALLERY AT 619.501.5689.

Gallery Information:

Based in San Diego, SCOTT WHITE CONTEMPORARY ART is committed to the promotion of emerging and mid-career artists from the U.S. and abroad. Scott White Contemporary Art exhibits significant modern & contemporary painting, sculpture and photography, the majority of which are represented in permanent collections of museums around the world. We are dedicated to providing complete art consultation services to the novice and seasoned collector.

SCOTT WHITE CONTEMPORARY ART

2400 Kettner Blvd. LOFT 238 San Diego, CA 92101

P 619.501.5689 F. 619.501.5690

www.scottwhiteart.com

####