SCOTT WHITE CONTEMPORARY ART

SWCA Inc. 939 West Kalmia Street San Diego, California 92101 T 619.501.5689 F 619.501.5690

www.scottwhiteart.com

Press Release

Contact: Kathleen Crain 619.501.5689 kathleen@scottwhiteart.com

Scott White Contemporary Art presents

Victor Rodriguez NewAbstract Paintings

May 14 – July 3, 2010 Opening Reception: Friday, May 14, 2010, 6:00 - 8:00 p.m.

San Diego, CA - For Immediate Release

Event Summary:

Scott White Contemporary Art is pleased to present *NewAbstract Paintings*, an exhibition of new work by Mexican-born realist painter Victor Rodriguez. The opening reception will take place in the gallery on Friday, May 14 from 6:00 - 8:00 p.m. The event is free and open to the public.

Exhibition Details:

Considered to be a leading figure in a new generation of photorealist painters, Victor Rodriguez's latest body of work takes a new turn, exploring the juxtaposition of abstraction and hyperrealism in fresh and unexpected ways.

When first confronted with Rodriguez's large-scale paintings, the vividly real imagery tricks the eye to question the medium: Is this photography or painting? In the past, Rodriguez has resolved this initial questioning through monochromatic renderings of his hyper-real subjects, as well as through the sheer scale of his paintings (most works measured 7 feet in height). As a painter, Rodriguez identifies himself first and foremost through substantiating concept, theme and narrative through his paintings. His sublime skill for depicting intense realism comes only second to his desire to remain authentic to the tradition of Realism, whose philosophy stayed true to telling stories through images.

In the new paintings included in *NewAbstract Paintings*, Rodriguez renders playful juxtapositions of abstract elements such as boldly colored stripes with hyper-real renderings of his usual subjects ranging from birds, women, eyes, and other still-life matter. He employs systematic devices of grids, dots, and other geometric mechanisms to separate the space, creating windows of imagery. The work ultimately engages the viewer to ponder the nature of authenticity and reality, beyond what is depicted in the paintings.

Artist Information:

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 others. In 2009, he was honored with a monumental mid-Career retrospective solo-exhibition at the Museo de Arte Contemporaneo de Monterrey MARCO. Presently, he lives and works in Brooklyn.

FOR MORE INFORMATION OR TO REQUST VISUAL MATERIALS, PLEASE CONTACT KATHLEEN CRAIN AT 619-501-5689, or email kathleen@scottwhiteart.com

GALLERY INFORMATION:

SCOTT WHITE CONTEMPORARY ART 939 West Kalmia Street San Diego, CA 92101

Phone: 619.501.5689 Fax: 619.501.5690

Email: info@scottwhiteart.com www.scottwhiteart.com

Hours:

Mon – Fri, 9:00 to 5:00 p.m. Sat, 11:00 – 5:00 p.m.

####