

BRAND NEW GALLERY

presents

## JOE REIHSEN FACTORY PAINT, AFTERMARKET INTERIOR

OCTOBER 2 | NOVEMBER 8, 2014

OPENING OCTOBER 2, 2014 FROM 7-9 PM



Brand New Gallery is glad to announce *Factory Paint, Aftermarket Interior*, the first solo exhibition in Italy by American artist Joe Reihsen.

Characterized by optical illusions, with astounding juxtapositions of colored paints, vigorous and determined overlays of varnishes, Joe Reihsen's work exceeds the limits of the surface and of all chromatic matters and combinations. As a whole, it's a tense and intense work, materially determined and metaphorically romantic.

Using his peculiar composition techniques and various materials, like plaster powder and aerosol paints, Reihsen creates bidimensional chromatic waves that appear to have a great deepness. Random paint drops, a roller to spread them and a brush to customize them.

Following his own performative process, the artist obtains an abundance of dots, lines, hints and other undefined shapes that overrun the canvas and display in astonishing, sometimes vertiginous, color variations.

The shades are often acidic, at times pastel, overwhelming and bright; the power of the brush strokes makes the viewer go behind the canvas. This mixture is psychedelic and debilitates the contradiction between image and object, because it weakens the official intellectual abilities.

*(Domenico de Chirico)*

→ **Joe Reihsen** was born in Blaine, Minnesota in 1979. Lives and work in Los Angeles, California.

Reihsen received a BFA Painting and New Genre, San Francisco Art Institute, CA, in 2005 and a MFA at University of California, Santa Barbara, CA, in 2008.

Selected solo exhibitions include: *Aftermarket Interior, Factory Paint*, Anat Ebgi, Los Angeles, CA (2014); *Clean Title No Accidents*, Anat Ebgi, Los Angeles, CA (2013); *The Company*, Los Angeles, CA (2011); *Preview*, The Company, Los Angeles, CA (2009); *New Paintings*, ArtSpace, San Francisco, CA (2005); *Swamp Machine* Diego Rivera Gallery, San Francisco, CA (2004).

Group shows include: *The Go Between: Works from Ernesto Esposito Collection*, curated by Eugenio Viola, Sprovieri Gallery, London, UK (2014); *NEXT*, Arsenal, Montreal, QC (2014); *This is the Story of America*, Brand New Gallery, Milan (2013); *Invite*, Circus Gallery, Los Angeles, CA (2009); *Big Trouble in Little China*, Mountain Bar, Los Angeles, CA (2006); *Flow Charting*, Raid Projects, Los Angeles, CA (2006); *Reboot!*, RaidFC, Venice, CA (2006); *First Try* (with Christopher Meerdo), Warehouse 1310, San Francisco, CA (2005); *Truck You*, ArtSpace Chicago, Chicago, IL (2005).

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**BRAND NEW GALLERY**

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from Tuesday to Saturday

11.00am-1.00pm | 2.30-7.00pm

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