

POVEVOLVING

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Exhibition: The Pop of Colors

Guest curator: Yasmine Mohseni

Dates: October 9-November 7, 2009

Reception: October 9, 2009 6-11 pm

Location: POVevolving 939 Chung King Road Los Angeles, CA 90012

Hours: Tuesday-Saturday Noon-6pm



POVevolving is pleased to present a group show by guest curator Yasmine Mohseni. **The Pop of Colors** examines the use of pop colors in contemporary art through a series of work created

especially for this exhibition by seven emerging artists. The bold synthetic color palette of groundbreaking Pop Art figures like Andy Warhol and Robert Rauschenberg have entered the collective consciousness and no longer stands out as revolutionary. Rather, the use of lime greens, bright yellows, and electric blues has become common, even banal. Pop colors can be seen all around us from mundane advertising to high fashion. Yet, artists continue to reinvent ways in which they see the world through innovative applications of pop color. Whether it's the subtle use of bright hues or an aggressive all-over approach, the exhibiting artists use color as both a conceptual and decorative tool.

Jessalyn Haggenjos' installations juxtapose monochromatic organic sculpture with paint pours of explosive synthetic colors, a duality that conveys both the beauty and contamination of the American landscape. Painter and installation artist Amir H. Fallah's instinctive use of intrepid purples, oranges and yellows set the stage for compositions that engage in the artist's personal memories. Multi-media artist Mark Schoening's first foray in color results in dramatic abstract compositions that investigate the natural beauty and harmony that come from relinquishing control to chaos. Stella Lai structured compositions utilize color to create a bright and beautiful surface luring the viewer into dark and, at times, violent themes.

The show will feature original work by Amir. H Fallah, Clark Goolsby, Jessalyn Haggenjos, Stella Lai, Jason Redwood, Mark Schoening and Mike Swaney.

ABOUT THE GALLERY:

POVEVOLVING was founded by Jeremy Mora in 2008 as a space intent on supporting artists who believe that, through the use of high levels of craftsmanship combined with ideas pertinent to our contemporary world, a truly aesthetic communication can be created. The gallery endeavors to assist in the creation of visual communication that has the power to change the way people look at things. The gallery is also a fine art production and printing company allowing artists to create printed editions on site. Located on Chung King Road in Chinatown's gallery district, POVevolving's program engages in the vibrant and prolific contemporary art dialogue in downtown Los Angeles. Please click [here](#) for more information.

ABOUT THE GUEST CURATOR:

Yasmine Mohseni is a Los Angeles-based arts writer and independent curator. Her articles have been published in magazines such as BlackBook, Discover, Newsweek, and Whitewall. She is the U.S. correspondent for the Dubai-based arts magazine Canvas and is a contributing writer at Artworks and ForYourArt.com. She curated the exhibition *All Under One Roof* at the Tarryn Teresa Gallery in April 2008. Yasmine has studied and worked in Florence, Los Angeles, New York and Paris and seeks to apply an international outlook to her articles and exhibitions. please click [here](#) for more information.