

ICON projects

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NOW WHAT

Post-graduates from the UCLA photography program
August 6th – October 1st , 2011
Opening Reception: Saturday, August 6th 6-9pm
5450 Wilshire Blvd
Los Angeles CA, 90036

ICON Projects is pleased to announce an exhibition of emerging Los Angeles photographers from the UCLA art program.

Exhibiting Artists:

Suzanne Melanie Berry, Class of 2012 Elaine Shengya Hu, Class of 2010
Jossi “boyz” Bieber, Class of 2011 Emily Marchand, Class of 2012
Pat Blocher, Class of 2012 Elizabeth Preger, Class of 2010
Erin Desmond, Class of 2010 Steve Rosa, Class of 2011

"What happens when a new work of art is created is something that happens simultaneously to all the works of art that preceded it." - T.S. Eliot

Transitioning from making art within the sheltered walls of academic study to producing work for a larger audience can be daunting for a young artist. With that in mind, the faculty at UCLA have structured their art program to allow for an incredible amount of individual attention and feedback for each and every student. Composed of leading professional artists who have exhibited extensively at home and abroad, the instructors share a passion for preparing and encouraging future generations of artists. Focusing on the interrelation of photography and art, undergraduates are encouraged to not just complete assignments, but to push themselves to make meaningful work that discusses photography's unique historical and narrative potential.

The idea of contemporary photography has exploded in recent years. So much so that the once clearly defined partitions within the media have become largely indistinguishable. The world is so inundated with imagery, that the ability to critically examine the pictures around us is slowly but surely deteriorating. Most cell phones boast an impressive built-in camera, and the plethora of photography applications on the market allow for anyone with an Iphone to capture distinctive pictures. The work of the eight photographers featured in this exhibition represent what it takes to be successful in the contemporary art world – the understanding that the digital age is not the death of fine art photography, but rather it represents a new set of skills that must be added to the old toolbox.

Although the question of what to do after art school still looms over graduating students heads, the freedom of exploration within modern photography is cause for celebration. From giant polaroid iterations, to massive mural-print photograms, to carefully over-exposed portraits – these works embody the idea of learning a particular skill set in order to then move beyond it's limitations. Whether it's incorporating multiple exposures, exploring outdated means of image capture, or utilizing a circular narrative to tell a story, the works in this show seek to push modern photography forward, while maintaining a connection to the precedents that have been set before.

As an alternative gallery space dedicated to educating the public about photography through exhibitions and public programs, ICON Projects is proud to present the work of the next great class of photographers to come out of UCLA, and will continue to showcase up and coming L.A. based photographers who exemplify the work ethic needed to “make it”.

ICON Projects is located at 5450 Wilshire Boulevard in Los Angeles. Gallery Hours are 7 a.m. to 8 p.m. Mon – Fri, 12 noon To 5 p.m. Saturday