

For Immediate Release:

Contact 941 Geary – Justin Giarla

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**941 Geary Presents:
Numb, New Work from Greg Gossel**



941 Geary is pleased to present *Numb*, a collection of large-scale collage and mixed-media works by Minneapolis-based artist Greg Gossel. The show will be Gossel's first solo project at 941 Geary, after having three previous solo shows at our sister spaces: two at White Walls, and one at Shooting Gallery. There is an opening reception on Saturday, June 18, 2011 from 6-9 pm. The exhibition is free and open to the public for viewing through August 6.

The concept behind the work featured in *Numb* is rooted in Gossel's social commentary on the over-saturation of visuals and information in contemporary culture – the numbing effect that it has on our minds, and the desire it creates for us to deaden our senses further (in some cases with chemical substances). Gossel explores the former through a series of heavily layered panels, covered in cultural ephemera, weathered away in areas to reveal high-end luxury logos and cultural symbols, and the latter through a collection of hard-edged mixed-media portraits of 20th century pop culture icons who have fallen victim to their own overblown, all-consuming celebrity: including Elvis Presley, Michael Jackson, and Jimi Hendrix, among others. Money, fame and tragedy are overarching themes within the series.

The exhibition will feature 30 new original works on both wood panel and canvas. Throughout this new body of work, surfaces are built up with layers of collage from old comic books, pulp novels, tabloids, and found billboard scraps. These elements are then sanded down and stained creating a rich textured surface that is then layered with a variety of mediums including collage, silkscreen ink, spray paint, graphite, and acrylic paint. There will also be four large-scale canvases featured in this exhibition. Each piece measuring over 10ft in size will be hung in succession creating a large mural spanning the length of the gallery.

From the artist: "I guess in a way this body of work is about how we as a society, myself included, are constantly chasing money, fame, and recognition; and how it's all bullshit. The portraits are of the individuals who had what everyone seems to strive for, yet it was never enough, and ultimately fell tragically. The collage works are a way to take trash: old discarded billboard scraps, porn magazines, tabloid advertising, etc., and use them to create a symbol for luxury... from afar you see the logo, as you get closer to the work it becomes more abstract and you can identify all these weathered and discarded elements that created it."

Greg Gossel was born in 1982 in western Wisconsin. With a background in design, his work is an expressive interplay of many diverse words, images, and gestures. Gossel's multi-layered work illustrates a visual history of change and process throughout each piece. He has exhibited in Los Angeles, San Francisco, New York, Copenhagen, Milan, and London; and in 2009 he was invited to create a large-scale mural on the façade of Miami's Aqua Art Fair. His commercial clients include Burton Snowboards, Stussy, GNU Snowboards, and Interscope Records while his work has been published in The San Francisco Chronicle, Juxtapoz Art and Culture Magazine, Art Nouveau Magazine, Artslant, Artful Living, and ROJO. Greg currently lives and works in Minneapolis, MN.

Established in 2010 in the Tenderloin District of San Francisco, 941 Geary is an innovative exhibition space housed in a 3,000 square foot converted warehouse. 941 Geary highlights the works of internationally recognized contemporary artists and provides them with a space in which to activate the projects, installations, and exhibitions that push the boundaries of their own creative practice. Building on the success of White Walls and Shooting Gallery, curator Justin Giarla dedicates this exhibition space as a gift to San Francisco, offering its programming to the local and global arts venue as a way to engage in a cross-cultural dialogue and present 941Geary as the flagship gallery of the Urban Contemporary genre.

Media Opportunities:

Interview with artist Greg Gossel

Interview with owner/founder/curator Justin Giarla

High-resolution images available upon request

Event Information:

Numb, New Work By Greg Gossel

Opening Reception – June 18, 2011, 6-9 pm

On View Through August 6, 2011,

@ 941 Geary (www.941geary.com)

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