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SUBLIMINAL PROJECTS Presents

Glen E. Friedman

Idealist Propaganda

Major Retrospective

December 13 – January 9, 2009

Opening Reception: Saturday, December 13, 8 p.m. – 11 p.m.

(Los Angeles, CA – October 31, 2008)- SUBLIMINAL PROJECTS is pleased to announce its inaugural exhibition with legendary photographer Glen E. Friedman. The most highly anticipated event of Subliminal Projects' season, Friedman's *Idealist Propaganda* encompasses the artist's first major retrospective to date, featuring a rare selection of Friedman's oeuvre, including twenty-five never-before exhibited photographs from his celebrated iconic photos of the pioneering skate, punk and hip-hop subcultures to his equally political and polarized subject matter of the natural world. *Idealist Propaganda* is a transcendent exhibition and ultimately Friedman's most definitive creative and philosophical statement. It is Subliminal Projects' first solo exhibition of photography by a represented artist.

For *Idealist Propaganda*, Friedman exhibits his prolific collection in salon style, sampling seminal, never before seen photos from his *Fuck You All* collection, in addition to previously shown works in his *The Idealist* solo exhibition of 2004 and *Fuck You All* international touring exhibition, which include his *Fuck You Heroes* and *Fuck You Too* series. On display for the first time ever are images from his *Recognize* monograph, a dramatic and overt manifesto of aesthetic idealism, compressed and recontextualized through the singular, yet challenging and amorphous nature of clouds. Through these uninhibited photographs, brilliantly captured mostly from within the clouds themselves, Friedman seeks to reintroduce a raw, beautiful, and vital way of seeing the world.

Stemming from his *The Idealist* fine art series, Friedman's show is a cornucopia of measured decisions, "every piece is purely there for aesthetic, and to excite." Radical, charismatic and unapologetic, Friedman's photographs are an extension of his beliefs, social and political; "The work speaks for itself for those tuned in or not." Through his own personal propaganda, Friedman's goal has always been to inspire people. "I feel a personal responsibility to inspire rebellion – to be inspired," he says. As a 13 year old just beginning to explore the world through his simple Pentax camera lens, he believed being a participant was "really important and wanted to change what people did and thought." Drawing inspiration from the Renaissance artists he admired, Friedman challenged himself to become a master craftsman in his own right. His radicalized photography is saturated with deep color, rich texture, and intricate composition, producing a pulsing political energy that is undeniable, "Like a punch in the face!" Whether its from the skateboarders of Dogtown, Run DMC and Public Enemy, or Minor Threat and Black Flag, Glen E. Friedman's work captures his subjects as the recognized and respected artistic zeitgeists inherent to their being.

On display and never before exhibited will also be a selection of some of the twenty-five images added to the second, updated edition of *The Idealist* book, ten photographic images of Friedman's *Recognize* cloud series in traditional frames, and two oversized images from the same collection mounted on aluminum. On loan from Shepard Fairey's personal collection will be one of the original window display signs and photograph from the "Liberty Street Protest," a large-scale provocative anti-war installation created by Friedman in 2004, with the assistance of artists' Chris Habib and Shepard Fairey. On the property of Friedman's long-time friend Russell Simmons, located across the street from 9-11 Ground Zero in New York City at the World Trade Center before the Republican National Convention, the site-specific public art project ignited international awareness which continues to resonate.

Glen E. Friedman will be attending the opening reception and signing edition copies of his books: *Fuck You Heroes*, *Fuck You Too*, *The Idealist*, *Dogtown – The Legend of the Z-Boys*, *Recognize*, and *Keep Your Eyes Open*. Signed copies of *Recognize*, unavailable in stores and only available from the artists' publishing company Burning Flags Press, will be available through Subliminal Projects as part of the exhibition. Visit www.subliminalprojects.com for more information about the gallery and Glen E. Friedman's exhibition. For further information on Glen E. Friedman, visit his official site at www.BurningFlags.com.

About Glen E. Friedman

Glen E. Friedman is the most significant photographer of his generation. His images of the early Dogtown skateboarders in the late 1970s along with the burgeoning hip-hop and punk rock scenes of the 80s and 90s have made him one of the most important photographers today. With the uncanny ability to capture images of people whose subculture was about to change the world, his subjects range from Jay Adams and Tony Alva to Run DMC, Public Enemy and the Beastie Boys to Minor Threat and Black Flag,



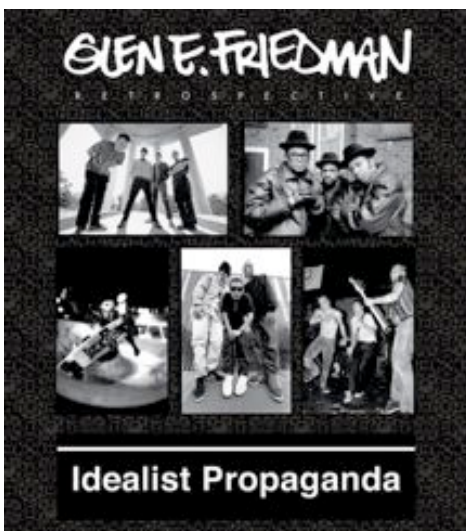
among many others. Over the years, Friedman has been able to define the moments of the movements that defined an era. This has cemented his place in history as an uncompromising, extremely gifted artist.

Friedman's touring exhibition *Fuck You All* premiered in 1997 at the Institute of Contemporary Art in London, England. Since then it has been exhibited overseas in Sydney, Australia, Harajuku and Shibuya, in Tokyo Japan, Florence, Milan, Sicily, and Rome in Italy, Berlin, Germany, Stockholm, Sweden, Antwerp, Belgium, and most recently as one of the headliners at *Photomonth* in Krakow, Poland. Stateside, shows have been in Chicago, Washington D.C., Philadelphia, and Los Angeles. Friedman has had books of his work published including *Fuck You Heroes*, *Fuck You Too*, *The Idealist*, *Dogtown - The Legend of Z-Boys* (with mentor C.R. Stecyk III - it was inspiration to the award winning documentary film *Dogtown and Z-Boys* that Friedman co-produced); all of which are in multiple editions and pressings. And most recently the books *Recognize* and *Keep Your Eyes Open*. Friedman's *The Idealist* exhibition premiered at sixspace in 2004, marking the introduction to his fine art images and acting as the release of *The Idealist - In My Eyes - 25 Years* (1976 - 2001), his second, and updated, version of the original 1998 *The Idealist* book, an artistic summation of his photography. His *Idealist Propaganda* retrospective at Subliminal Projects marks the first time this all-encompassing photographic collection is exhibited. Glen E. Friedman lives in New York, NY.

About Subliminal Projects

SUBLIMINAL PROJECTS is a multifunctional gallery space promoting diverse forms of art while providing a forum for contemporary dialogue. SUBLIMINAL was originally created by Shepard Fairey and Blaze Blouin as an artist collective in 1995. The group played an integral part in introducing skateboarding culture and design to the art world, showcasing artists such as Phil Frost, Thomas Campbell, Mike Mills, Dave Aaron, and Mark Gonzales. Shepard and Amanda Fairey continued to host and curate exhibitions that have featured artists such as Ryan McGinness, HunterGatherer, David Ellis, Doze Green, Aesthetic Apparatus, Space Invader, Jim Houser and Andrew Jeffery Wright. In 2003, the SUBLIMINAL PROJECTS gallery was officially opened in the Los Angeles offices of Studio Number One. The scope of the gallery remained true to its roots while embracing new forms of graphic art, illustration, photography and time-based media. Now located in the historic Los Angeles neighborhood of Echo Park, Subliminal Projects continues to offer a platform for artistic exploration and innovation. The 2008 schedule includes art exhibitions by established and emerging artists, as well as a lecture series, workshops and artist publications.

Glen E. Friedman is available for interviews. Please contact Debra Anderson at debra@cultureshockmarketing.com or 347.463.9023 to schedule one for your publication. High resolution images of Glen E. Friedman's photographs, fine art photography, and monograph covers are available upon request.



Glen E. Friedman - EXHIBITION HISTORY

SOLO EXHIBITIONS - PARTIAL LIST

FUCK YOU ALL

KRAKOW, POLAND at Camelot Gallery (Miesiąc Fotografii W Krakowie, Headquarters)

May 2008

ANTWERP, BELGIUM at Cultuurcentrum Luchtbal

May 2007

LOS ANGELES, CALIFORNIA at Sixspace

November 2002

STOCKHOLM, SWEDEN at the Kulturhuset

October 2000

WASHINGTON D.C. at Govinda gallery

June 2000

PHILADELPHIA, PENNSYLVANIA at SPACE 1026

October 1999

BERLIN, GERMANY at FFWD.

October - November 1999

CATANIA , SICILY at the Art Institute of the City Hall

(via dei Crociferi)

Sept. 1999

CHICAGO, ILLINOIS at SIXSPACE gallery

August 1999

MILAN ITALY

December 1998

TORINO ITALY

November 1998

ROME ITALY at the Museo Laboratorio di Arte Contemporanea

October 1998

FLORENCE ITALY (as part of petti Umo)

june 1998

TOKYO JAPAN , at SPACE EDGE

May 1998

SYDNEY AUSTRALIA as part of the Sydney Fringe Festival at the Bondi Pavilion

Art Gallery 16 January- 1 February 1998

LONDON ENGLAND at the Institute of Contemporary Art

24 January - 2 February 1997

TOKYO JAPAN , November 1996, New Model Army Space

THE IDEALIST

LOS ANGELES, CALIFORNIA at Sixspace

March-April 2004

FUCK YOU TOO exhibit, Foundation Art Gallery, NEW YORK CITY, USA

12-30 September 1996

FUCK YOU HEROES exhibit, DLX in SAN FRANCISCO, USA,

14 October - 31 December 1995

FUCK YOU HEROES exhibit, Thicket Gallery, NEW YORK CITY, USA

13 September - 1 October 1994

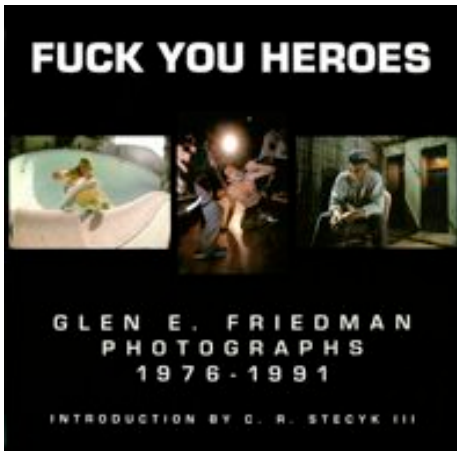


FUCK YOU HEROES exhibit, Julie Rico Gallery, LOS ANGELES, USA,
22 August- 4 - September 1994

GROUP EXHIBITIONS- PARTIAL LIST

"Sea No Evil" - Riverside Art Museum (June 2007)
"Can't See The Forest" - Sixspace, Los Angeles (Jan-Feb 2005)
"Made You look... Back" - New York (July-August 2004)
"Beautiful Losers" - Cincinatti Contemporary Art Center Museum (March - June 2004)
Yerba Buena Center For The Arts, San Francisco (July-October 2004)
Triennale di Milano, Milan Italy (february-march 2006)+more
"It's Like That" Eyejammie Gallery - New York City (October 03- Jan 04)
Headquarters Gallery - Los Angeles (June - July 04)
"Cruel and Unusual" Sixspace Gallery - Los Angeles (September 2003)
"SURF STYLE" 111 Minna Gallery - San Francisco (July - Aug 2003)
Cassius King Gallery - San Diego (Sept - Oct 2003)
Also Planed for New York City, London, Tokyo and Sydney
"RockX-posed" The Kodak Rock Photography Collection - Touring Gallery (January 2002 start)
"La Revolucion del Rock and Roll" Fototeca De Cuba - Havana, Cuba (May-June 2002)
EMP Museum - Seattle, Washington (several added to permanent collection and Exhibits August 2002)
New York City Urban Experience Museum - opening show (December 2001)
"Dial House Appeal" - London, England (November 2001)
"Forming" Track 16 Gallery - Los Angeles (April - June 1999)
"Sugar Mountain" White Columns - New York City (April 1996)
"Grind Eye" Gallery X - Los Angeles (August 1993)
"Crap Shoot" Alleged gallery - New York City (May 1993)





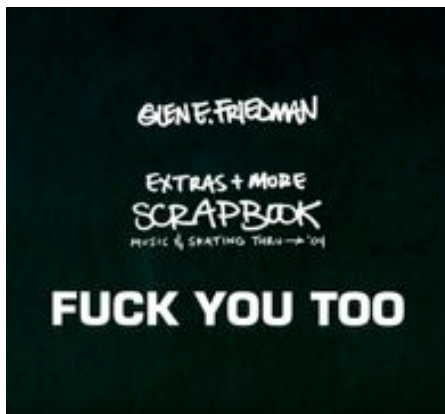
Glen E. Friedman's 1st hardcover book (1994). An all time classic anthology in it's fourth printing. Early Skateboarding, Hardcore Punk, and Hip-Hop like none other. The photo quality of this slightly revised edition has increased dramatically since the original, This will be the last printing of this edition due to deterioration of the original films. Glen will be updating the the entire design slightly for the next printing in a few years.

"If Glen E. Friedman's pictures of seminal punk rockers, daredevil skateboarders and groundbreaking Def Jam artists were set to a soundtrack, it would have been "Rebel Without a Pause." They, like the photographer, are energetic, gritty and awash with Old School cool." - The Source

Fuck You Heroes, Glen E. Friedman photographs 1976 0 1991, Burning Flags Press, 1994

Hardcover: 148 pages

Dimensions: 11.3 x 11.3 x 0.7 inches ISBN: 964191601



This book is kind of the extras and left overs from FUCK YOU HEROES but actually much more inclusive of MANY MANY more of GEF's incredible subjects. It includes almost 400 images and in the new 2005 edition, an additional 13 pages, beyond the original, of classic and more recent work.

"You will be pleasantly surprised by this book. It packs a great punch of classic shots that you won't find by any other photographer anywhere." - Amazon.com

Fuck You Too, The Extras + More Scrapbook - Music and Skating through 2004, Glen E. Friedman, ConSafos press 1996, updated 2004.

Hardcover: 180 pages

Dimensions: 10.1 x 9.8 x 0.7 inches ISBN: 0965653501



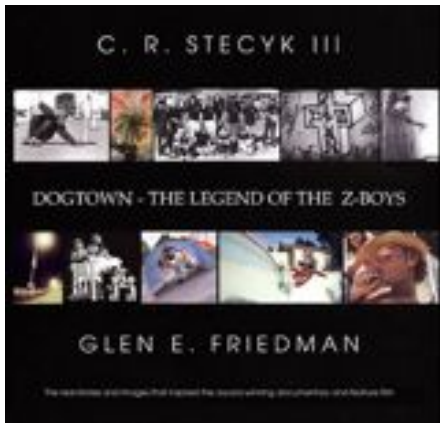
Friedman's aesthetic in photographs as a true artist. This second printing of the critically acclaimed book has been updated and revised. The size and cover have been changed slightly, over a dozen images have been removed and over two dozen new ones have been added. The book will now encompass 25 years. Adding 5 years and 14 pages over the original edition, as well as additional new words on Idealism contributed by Rev. Al Sharpton, Ralph Nader and Cornel West.

The Idealist, Glen E. Friedman - In My Eyes - 25 Years (1976 - 2001), Burning Flags Press, 1998, updated 2004.

Hardcover: 160 pages

Dimensions: 10.9 x 9.3 x 0.8 inches ISBN: 0964191652





This book was officially released in 2002. Co-authored with long time friend and mentor C.R. Stecyk III, edited and designed by Friedman. In an 8" x 8" hardcover format at 240 pages, it includes all the infamous original DogTown articles by Stecyk and over 100 pages of never before seen GEF skate images that were re-discovered during the making of the film, "DogTown and Z-Boys.

Dogtown - The Legend of the Z-Boys - In My Eyes - 25 Years (1976 - 2001), Burning Flags Press, 1998, updated 2004

Hardcover: 240 pages

Dimensions: 8.1 x 8.1 x 1.1 inches ISBN: 0964191644



This incredible book is the first of all of Glen E. Friedman's books to not use anything from his past archives of infamous iconic images. It is based solely upon his most recent artistic studies and ambition. "To anyone who knows the work of photographer Glen E. Friedman... his latest book, *Recognize*, will come as a bit of a shocker. His photos achieve what so many others only aspire to — they show the spiritual within the physical. Thus the book's title makes profound sense. *Recognize*, it says, in simple, clear letters. Recognize your humility, recognize the power of nature, recognize the beauty of the world. It is rare to find a photography book like this, one that genuinely and with total directness conveys the spiritual qualities of the material world." - Los Angeles Weekly

Recognize, Glen. E. Friedman, Burning Flags Press, 2007

Hardcover: 56 pages

Dimensions: 16.2 x 10.8 x 0.5 inches ISBN: 0964191660



Fugazi, one of music's most revolutionary and gloriously indefinable bands, played their first concert on September 3, 1987. *KEEP YOUR EYES OPEN: The Fugazi Photographs* of Glen E. Friedman was released by Burning Flags Press exactly 20 years later. The 112-page, 9 x11 hardcover book presents the best of Friedman's unparalleled photographic documentation of Fugazi's members in almost 200 color and black & white images captured by Friedman onstage and off between 1986 and Fugazi's last U.S. concert in 2002. As Fugazi's Ian MacKaye explains, "While most photographers were taking photos of Fugazi, Glen was making photos with us."

Keep your Eyes Open, Glen. E. Friedman, Burning Flags Press, 2007

Hardcover: 112 pages

Dimensions: 10.6 x 9 x 0.7 inches ISBN: 0964191687



A communiqué from the offices of

CULTURE SHOCK

"Inspiring people, with integrity and rebelliousness. For the past quarter century, Friedman has been doing just that."

- Los Angeles Times

"One of the greats of his generation."

- Washington Post

"The most prolific photographer of his generation."

- American Institute of Graphic Arts

"The esoteric political and aesthetic conscience of his generation..."

- Juxtapoz magazine

"The bottom line is that he was there at the beginning of so much cool stuff in so many different areas it's not funny."

- Henry Rollins

To view past press and articles on Glen E. Friedman, please visit at www.burningflags.com/press

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