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SUBLIMINAL PROJECTS Presents

Sam Flores

Ego, Addiction and Other Bedtime Stories

May 2 - May 20, 2009

Opening Reception: May 2, 8 p.m. - 11 p.m.

In his show *Ego, Addiction and Other Bedtime Stories*, Sam Flores tackles what is perhaps one of the most pervasive themes in human existence: the struggle between light and dark. Through color and contrast, Flores addresses those parts of our selves that seek to hide behind the protective mask of acceptance while our inner demons claw at us from the inside. "There is a constant war being waged in the fight for balance," says Flores, "to determine which side of us, good or bad, will win out in any given moment." Yet despite the eternal conflict, Flores never hesitates to remind us of the potential for beauty to shine through—even in our darkest hours.

About Sam Flores

Seventeen years after arriving on the West Coast from New Mexico, Sam Flores, art-school evacuee and self-taught illustrator, has established his place in the modern art movement as a master of fine art and product design. In keeping with the signature styling of his graffiti background, Flores' current fine art work carries an instantly identifiable voice and vision. His exotic characters and natural landscapes are at once lush and meticulous, such as his signature female Fatima figures draped in flowing gowns with oversized welcoming hands gracefully placed upon their laps. Childlike characters adorned in animal masks and intricate, flowing floral bouquets nod to the work of his greatest influences: American painter Michael Parkes and Maurice Sendak, creator of the classic children's storybook *Where the Wild Things Are*. Other influences include 19th-Century Art Nouveau icon Alphonse Mucha and American poster artist Derek Hess.

Beyond his fine art, Flores has achieved popular recognition through clothing lines, skateboard and snowboard designs, signature home decor pieces and a limited-edition collection of vinyl toys. His artwork appears regularly in publications such as *Juxtapoz*, *Mass Appeal*, *Urb* and *Wired*, and has been shown at the White Walls gallery in San Francisco, New Image Art in L.A. and galleries in Japan, France, Italy, Germany and Singapore, among other locations throughout the world. He has also published two books of illustrations and prints currently available in limited release.

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.

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TUES—FRI: 1 — 6 PM

SAT: NOON - 5 PM

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