

• **FOR IMMEDIATE RELEASE** •
SUBLIMINAL PROJECTS Presents
New Works by Andres Guerrero and Albert Reyes
February 6th - March 6th, 2010
Opening Reception: Saturday, February 6th, 2010

Media Contact:
T: 213.213.0078
info@subliminalprojects.com
www.subliminalprojects.com

(Los Angeles, CA - January 18th, 2010) - *New Works by Andres Guerrero and Albert Reyes*, opening February 6th at Subliminal Projects, features a pair of artists and longtime friends whose contrasting bodies of work show both ends of the contemplation spectrum. On the introspective side lies Guerrero, who describes his skull imagery as "symbolic self-portrait representation... a descriptive means of living through death." Reyes, on the other hand, blends his own experience into the contextual spheres of pop culture, politics, religion and life in L.A. "My view of the world is from L.A.," says Reyes. "My view is through the L.A. media, taking in the culture, the people, the vastness of L.A. No one can escape the Hollywood impact."

Stylistically, the two artists are equally divergent. Reyes' works often consists of pencil and pen line drawings, rendered on the backsides of book covers, wood panels and the occasional found object. While they vary in detail from folk-like simplicity to photorealism, they always seem to carry a quality of surreal wisdom, with subject matter that is both stranger than fiction and funny because it's true. Guerrero, conversely, paints rich layers and webs that express the fluid impermanence of life and the duality of confusion and comfort in his emotional struggles with personal loss, connection and reconnection. Together they combine to express life's tension in its many forms—personal, cultural, spiritual—rendered meticulously and fluently.

About the Artists

Andres Guerrero is one of San Francisco's most influential figures in contemporary art, having founded the renowned White Walls gallery and now set to open the Guerrero Gallery this spring. His art, which he has used in recent years to cope with the death of loved ones and find peace with the delicacy of life, has been the subject of two solo shows at the Shooting Gallery in San Francisco. He has also participated in numerous group shows over the past five years, including the Infinity show at L.A.'s Scion Space in 2009.

Albert Reyes has been known to spit art on his hands and knees with a mouth full of beer in the middle of the street. He has also shown in a gallery along with a painting by Picasso. These same strange dualities and juxtapositions are highly prevalent in his work, which tackles both conceptual and graffiti art. Recognized for his ubiquitous "GIVE" tag, Albert has a distinctive artistic approach inspired not only by street art, comic books, and American pop culture, but also by contemporary and classical high art. Reyes has exhibited worldwide. He has done album cover artwork for the band Le Rev and singer/songwriter Simone White. He has also appeared in the New York Times "Year in Ideas," Swindle magazine, Chicano Art magazine and appeared on Jimmy Kimmel Live, CW's Online Nation and CNN.

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 2010 schedule includes art exhibitions by established and emerging artists, as well as a lecture series, workshops and artist publications.

SUBLIMINAL PROJECTS
1331 W. Sunset Blvd Los Angeles, CA 90026
t: 213.213.0078
WWW.SUBLIMINALPROJECTS.COM / INFO@SUBLIMINALPROJECTS.COM
TUES - FRI: 1-6 PM; SAT: 12 - 5PM

