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SALT LAKE ART CENTER ANNOUNCES INAUGURAL EXHIBITION IN THE *NEW GENRES GALLERY*

Brian Bress: *Creative Ideas for Every Season*

SALT LAKE CITY, UT –Salt Lake Art Center announces that Brian Bress’s single channel video *Creative Ideas for Every Season* will open as the inaugural exhibition of the newly constructed New Genres Galley, exhibiting October 7– November 19, 2011, with a public opening on October 7, 8:00 – 10:00 PM. *Creative Ideas for Every Season* explores the difficulties and absurdities confronting the pursuit of a creative practice.

“The New Genres Gallery will allow the Art Center to offer a consistent focus on contemporary, international visual artists who incorporate video, performance, installation, digital media, and mixed media into their work. The geographic breadth of this program offers a nice bookend to the Local’s Only Gallery. Bress’ stunningly produced video is visually seductive and intellectually stimulating as he offers a whimsical contemplation on the author’s search for creative influence and purpose. It is witty, poignant, and totally captivating video – a superb way to inaugurate the New Genres gallery” says Micol Hebron, Chief Curator, Salt Lake Art Center.



Brian Bress is a Los Angeles-based artist and filmmaker. Born in Norfolk, VA, in 1975, Bress received his BFA from Rhode Island School of Design in 1998 and his MFA from University of California, Los Angeles in 2006. In 2001, his work has been the focus of solo exhibitions at the Flint Institute of Arts (Flint, MI) and the Wignall Museum of Contemporary Art (Rancho Cucamonga, CA). Group exhibitions include *Video Art: Replay*, Institute of Contemporary Art, Philadelphia; “*Now that I’m by myself, she says, “I’m not by myself, which is good,”* DiverseWorks, Houston; *Against the Grain*, Los Angeles Contemporary Exhibitions, Los Angeles; and *California Video: Artists and Histories*, Getty Museum, Los Angeles.

www.brianbress.com | www.cherryandmartin.com

“I’m thrilled about the opening of the New Genres Gallery within our facility,” says Adam Price, Executive Director, Salt Lake Art Center. “With this newest addition, and the recent opening of our Locals Only Gallery, we’ve essentially doubled in the last 18 months the number of discrete exhibition spaces available to visitors. I hope the community will enjoy the increased diversity of our offerings.”

Brian Bress, *Creative Ideas for Every Season*, 2010, 19' 58", High definition video, color, sound, Courtesy of the artist and Cherry and Martin Gallery

Salt Lake Art Center

Salt Lake Art Center is Utah's premiere venue for contemporary art, and was recognized as Best Museum in the State of Utah for 2011. Founded in 1931 and now located in the heart of Salt Lake City, the Art Center exhibits groundbreaking work by leading local and international artists. www.slartcenter.org

Notable past exhibitions include: Robert Fontenot's *The Place This Is*, a conceptual exploration of the stories and histories of Utah and America through materials commonly associated with the domestic realm; *Contemporary Masters: Artist-Designed Miniature Golf*, *Honeymoon: A Harmonious Marriage of Opposites*, featuring paintings by Kristin Calabrese and Joshua Aster, and the community public sculpture initiative *Lawn Gnomes Eat Your Hearts Out*; and *Fallen Fruit of Utah*, a state-wide collaboration with museums and individuals about the role of fruit in Utah's history, led by artist collective Fallen Fruit.

Current exhibitions include: the first round of the new Local's Only Gallery exhibiting Jared Clark's *Bild* (through December 17), *Final Light: V. Douglas Snow in Retrospect* (through October 22), and the current installment of in a series of contemporary video art, *Looped: Enduring* (through November 3), featuring performances by Jamie McMurry and Nikolaj Larsen.

Upcoming exhibitions include: *Doublespeak* (October 7, 2011 – January 7, 2012), Work by contemporary women artists who utilize strategies of layered or multiple meanings to address sensitive or difficult subject matter; Kim Schoenstadt, recipient of the 2011 Catherine Doctorow Prize for Contemporary Painting (November 4, 2011 – February 18, 2012); *Sundance Film Festival New Frontier* (January 20 – May 19, 2012) in its second annual presentation at the Art Center; and *Play Me I'm Yours* (June 10 – 25, 2012), a participatory art installation that will invite the residents of Utah to show off their piano skills on street corners all over Salt Lake. Also, the New Genres Gallery launches with an inaugural exhibition by artist Brian Bress, whose single channel video *Creative Ideas for Every Season* (October 7 – November 17, 2011) explores the difficulties and absurdities confronting the pursuit of a creative practice.

The Art Center rounds out its offerings with a lively mix of award-winning educational programs, film screenings, panel discussions, and events celebrating Salt Lake's vibrant local art scene. Salt Lake Art Center is located at 20 S. West Temple, just off the intersection with South Temple. Admission is free year-round. Business hours are Tuesday thru Thursday: 11:00 AM to 6:00 PM; Friday: 11:00 AM to 9:00 PM; Saturday: 11:00 AM to 6:00 PM; closed Sunday and Monday. For more information call (801) 328-4201 or visit www.slartcenter.org.

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