

GAGOSIAN GALLERY

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PRESS RELEASE

GAGOSIAN GALLERY, LOS ANGELES

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**GALLERY HOURS: Tuesday – Friday 10:00am– 5:30pm
Saturday 10:00am – 5pm**

JEFF KOONS: *NEW PAINTINGS*

Thursday, March 22 – Saturday, May 5, 2001

Opening reception: Thursday, March 22, 2001 6 – 8pm

"[Koons'] work is packed with an art-historical consciousness, and critics and historians have linked it to Surrealism, Hyperrealism, Pop, Minimalism—you name it, it's all in there—but the results are never didactic or academic. They're as accessible as products in a supermarket."

Ingrid Sischy, Vanity Fair, March 2001

Gagosian Gallery is pleased to announce an exhibition of six new paintings by internationally renowned artist Jeff Koons. This will be the artist's first solo exhibition in Los Angeles since 1987.

These new works for Gagosian Gallery are part of Koons' ongoing *Easyfun* series which was first shown in November 1999 in New York, and includes a recent commission for the Deutsche Guggenheim Berlin, entitled *Easyfun – Ethereal*. The collage-like paintings are first materialized through computer-scanned images that Koons pieces together, melding often-unrelated objects; then, with photo-realistic precision they are painted on to large canvases, bringing 21st century technology to ancient technique.

Beneath the seemingly innocent and ecstatic cartoon surface, the paintings are psychologically charged with aspects of need, desire, and sexuality. This adult's view of pleasure distinguishes the new paintings from his 1994 *Celebration* series which viewed life through a child's eye. Even though both series employ many of the same techniques for execution, gone are the hard-edged surfaces of the *Celebration* paintings, everything in the new works has become wet-into-wet painting.

Koons incorporates a contemporary visual and psychological vocabulary, creating a new form of Pop art. He draws upon imagery from our everyday lives—advertising, the media, food, sex, fashion—always taking the spectator on an unsuspecting journey. By using a common *human* vernacular Koons' work is instantaneously appealing to every one of its viewers, "If there is art to my work it is what the viewer walks away with."

Jeff Koons's *Easyfun—Ethereal* paintings from the Deutsche Guggenheim Berlin collection will be traveling to the Guggenheim Bilbao and the Bienal de Sao Paulo. The artist is also the topic of an hour-long documentary being made for the German-French channel "Arte," as well as the subject of features on CNN's "Business Unusual" and PBS's "EGG-the arts show," both to be aired this month. Recently Koons was presented with the prestigious German *BZ Cultural Award* in recognition of the creation of his sculpture *Balloon Flower* which is installed on Potsdamer Platz, Berlin.

For more information please contact the gallery.