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For Immediate Release

Seeing Red

Artists: Andrea Belag, Felix Beyreuther, Heungman, Eric Jiaju Lee, Nereo, John Moore, Hyungsub Shin, Levent Tuncer, and Richard Tsao.

Press preview: Thursday February 11, 3 pm

Opening Reception: Saturday February 13, 2 - 5 pm*

Exhibition Dates: Thursday February 11 – Sunday March 28, 2010

Crossing Art is pleased to announce the opening of *Seeing Red*, a group exhibition that examines the application of the color red in contemporary art by exploring its various meanings historically in different cultures as well as the scientific and physical responses it universally manifests. By opening *Seeing Red* on February 13, the exhibition coincidentally draws attention to the prominence of red in two western and eastern holidays, St. Valentine's Day and Chinese New Year, while offering a unique look at a group of artists who have carefully explored the color in expansive and ingenious ways. *Seeing Red* showcases artists working in different mediums with a vast range of influences and includes work by Andrea Belag, Felix Beyreuther, Heungman, Eric Jiaju Lee, Nereo, John Moore, Hyungsub Shin, Levent Tuncer, and Richard Tsao.

Throughout the world and within the human psyche, the color red has numerous, sometimes clashing meanings and connotations that range from bravery and sacrifice to happiness and good luck to the physicality of heat and energy. It is a color that has the physical effect to "stir the blood" or raise blood pressure as well as ignite intense emotions including anger, passion, love and pain. Red has been associated with guilt and sin as seen in popular culture references such as in Hawthorne's famed novel *The Scarlet Letter*, or by being 'caught red handed' or caught in the act of doing something wrong. It is a symbol of love, lust and passion used in reference to the "Red Light districts" of some urban European cities to the romantic giving of red roses as an insignia of love. Artists Andrea Belag, John Moore, Levent Tuncer and Richard Tsao wield human emotion while pushing around the physicality of red in their abstractions.

Red is also identified in social and political revolutions associated with communism and socialism. Political and social ramifications of red can be seen in the work of Heungman while Felix Beyreuther expresses ironic views on China's sprawling urban growth and increasing human density. Mao Zedong was referred to as the 'red sun' and leader of the Red Guard in China. Red Guards and Red Armies can be found to have existed in Russia, Germany and Japan. In the United States red is the color denoting the political right and the Republican Party and is the color most used in national flags throughout the world.

Artists Eric Jiaju Lee, Nereo and Hyungsub Shin manipulate cultural references of the color red as seen in the materials and objects within mainstream culture. The color red has been associated with a sign of prosperity in Chinese culture and is prominent in celebratory decorations and gifts such as red lanterns and red envelopes. Red is seen as a sign of power and celebrity as red carpets are rolled out for 'royalty' to enter exclusive parties. In western religious iconography, the devil is typically adorned in red costume where in China and India red is traditionally worn by brides during wedding ceremonies. Contrastingly, the color red is used to indicate warnings as seen in stop signs and stop lights signifying caution, danger, or an emergency.

Although cultural differences can be discerned, the fluctuating notations of the color red throughout history and the extent of its relevance, impact and differences remains to be explored. *Seeing Red* attempts to begin a dialogue about the color red but does not attempt to cover all of its possible associations as the meanings are endless and forever evolving while new relationships to the color red emerge through the changing world and beckoning future.

*Please note the dress code for the Opening Reception to *Seeing Red* is Red.

For additional information please contact Jennifer Junkermeier at 212-359-4333 or Jennifer@crossingart.com.