

ARTIST PENELOPE GOTTLIEB'S MIDCENTURY WOW! OPENS AT HEATHER
JAMES FINE ART FRIDAY, OCTOBER 16, 2009 TO BENEFIT PALM SPRINGS
ART MUSEUM'S ARCHITECTURE AND DESIGN COUNCIL

MIDCENTURY WOW!

Penelope Gottlieb
October 16, 2009

September 7, 2009—Palm Desert, CA.—Artist Penelope Gottlieb's exhibition Midcentury WOW! will open Friday, October 16, 2009 at Heather James Fine Art with an artist's reception from 6-8 p.m. Ten percent of all sales for the evening will be donated to the Palm Springs Art Museum's Architecture and Design Council to assist programming.

Prior to the opening, Gottlieb will give a special artist's talk from 4-6 p.m., debuting the 2009-2010 season's New Contemporary Salon Series. This talk is limited to 30 attendees and RSVPs are required via email to kimberly@heatherjames.com or by calling 760-346-8926.

For nearly a decade, Gottlieb has been producing a series of works addressing the archetypal American dream of home ownership, examining the roles of houses as status symbols, markers of class identity, and focal points of desire. Her colored-pencil drawings catalogue frontal views of Southern California's domestic architecture. The storybook house, the track home, the bungalow, and numerous other familiar faces are indexed in Gottlieb's artistic response to the complex and evolving narrative of real estate in America.

For Midcentury WOW! Gottlieb's inspiration stemmed from the myriad homes found in Coachella Valley real estate advertisements in various local newspapers featuring the Midcentury modern architecture and its aesthetic variations that signify the crisp, clean desert minimalist lifestyle as well as iconic gems signature to the area such as the Albert Frey

Home bequeathed to the Palm Springs Art Museum by the architect upon his death. The salon style presentation will include such renowned gems as the Elizabeth Taylor Estate and the Alexander Home.

To create these encoded and layered variations on the real estate marketing theme, Gottlieb scours newspaper ads, seizing on the minute photographs of houses published there, with their uniform camera angles and hyperbolic advertising phrases ("Exceptional Feng Shui!", "Shangri-La Personified!").

In these advertisements, Gottlieb sees a variation of forms on the same meaning, revealing a system of relationships; a syntax. Selecting houses from these advertisements as source images, the artist creates finely detailed monochromatic drawings, with an atmospheric, dream-like density. These drawings are then matched with vintage frames Gottlieb considers "fixer-uppers," which she then elaborately "refurbishes" and paints to match the correlating drawing. Intensified by larger transformations in the contemporary perception of home ownership, her work reflects on a subject at once firmly planted in our collective unconscious, and yet proven more fragile now than we ever imagined.

Penelope Gottlieb was born in Los Angeles and grew up next to the infamous housing development, Mt. Olympus. She received her BFA from Art Center College of Design and her MFA from UC Santa Barbara. Her

work has been exhibited in numerous venues including the Krannert Art Museum, Otis Ben Maltz Gallery, Michael Kohn Gallery, Contemporary Arts Forum Santa Barbara and the Nathan Larramendy Gallery. Public collections include the Los Angeles County Museum of Art, 21c Museum, the Drawing Center New York, the Chicago Art Institute and numerous corporate collections including the Fannie Mae Corporation. Her most recent exhibition of this series was called NO \$ DOWN and showed from January through March this year at Kim Light/Lightbox in Los Angeles. The show was widely written about in Artillery Magazine, Los Angeles Times, and Art Ltd.

After showing at HJFA, Gottlieb will be featured in a show at the Nevada Art Museum in January 2010.

The 8,500 square foot Heather James Fine Art (HJFA) is located at 45-188 Portola Avenue in Palm Desert and features a wide array of art ranging from Impressionist and Modern art to Post-War and Contemporary, American, Latin American, Old Master, Photography and Design. HJFA is an expansion and evolution of Heather James Art & Antiquities, which continues to operate in the El Paseo location and provide clients with the finest in cultural antiquities and ethnographic art from all corners of the world. Visit online at www.heatherjames.com and follow on Facebook and Twitter through "Heather James".