

BESPOKE GALLERY
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JOE SOLA

Let's go do some watercolor painting

October 12th - November 14th, 2006

Bespoke Gallery is pleased to present *Let's go do some watercolor painting*. A reception for the artist will be held on Thursday, October 12th, 2006 from 6:00-8:00 p.m. *Watercolor*, a video by Joe Sola and Will Eno, will be screened during the reception at 6:30 p.m and 7:30 p.m., and on a regular basis throughout the duration of the exhibit.

In his first solo exhibition in New York City, Sola is presenting *Watercolor*, a collaboration with New York-based playwright Will Eno. In this video, the viewer is guided through a short 'how to make watercolor' tutorial, which illustrates the fundamentals of making a landscape watercolor painting while simultaneously offering a meditation on life, death and the creative process. Accompanying the video is a recent series of Sola's watercolor paintings, inspired by his fascination with coming of age films.

Sola's projects employ a range of cinematic references, from specific film images and props, to the contrivance of hackneyed scene set-ups prevalent in genre films. The underlying theme of his most recent projects is an examination of what it is to be a man as presented in the cinema. In typical fashion, the manner in which he chooses to engage the viewer affords us eccentric, sometimes shocking, and always thought-provoking perspectives on conventional elements of the American cultural paradigm - ones that have escaped recent polemical scrutiny and have virtually disappeared from the popular vernacular. In *Studio Visit (2005)*, Sola quietly rocked the Los Angeles art community. The project involved Sola jumping out and through a window in his hillside studio in Mount Washington, CA during private studio visits, leaving curators, critics and dealers drop-jawed, confused or paralyzed by hysterical laughter.

The centerpiece of a survey exhibition at the Atlanta College of Art in 2006 featured the performance *Male Fashion Models Make Conceptual Art*. For the opening reception of the exhibition, Sola hired five male models from Elite Models to make art on a low-lying platform. In *Riding with Adult Video Performers (2002)*, Sola rode a rollercoaster with a group of male porn stars. In the video *Saint Henry Composition (2001)*, Sola, in his unpadded mufti, is tackled by a horde of uniformed high school football players.

Sola has participated in many solo and group exhibits across the country and has been granted numerous fellowships and residencies. Sola's paintings and videos feature in private and public collections across the United States. His work has been included exhibitions at the J. Paul Getty Museum, Los Angeles, CA; Orange County Museum of Art (2002 California Biennial), Newport Beach, CA; Los Angeles Contemporary Exhibitions, Los Angeles, CA; Museo Rufino Tamayo, Mexico City, Mexico; InSITE 2000, Tiajuana, Mexico + San Diego, CA; Wexner Center for the Arts, Columbus, OH; He resides in Los Angeles, California.

Will Eno's play *THOM PAIN (based on nothing)*, which ran for a year in New York at the DR2 Theatre, was a finalist for the 2005 Pulitzer Prize and has since been performed around the country and translated into many languages.

For more information please contact Rhiannon Kubicka at Bespoke Gallery: 212-695-8201 or bespokegallery@gmail.com.