

BESPOKE GALLERY
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JOE SOLA

New York Mega Millions and other works

October 30th – December 13th, 2008

Bespoke Gallery is pleased to present the second solo exhibition of Los Angeles-based artist Joe Sola, *New York Mega Millions and other works*, which features new watercolor paintings and *In the Woods* (2008), a short video piece by the artist in collaboration with playwright Will Eno. A reception will be held on Thursday, October 30th from 6:00-8:00 p.m. *In the Woods* 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 exhibition.

In the Woods is concurrently screening as part of the *Hard Targets: Masculinity and Sport* exhibition at the Los Angeles County Museum of Art.

In his video work Sola often examines the gulf between American cultural notions of masculinity, heroism, sexuality and machismo and their psychic implications. In *In the Woods* a hunter clad in camouflage makes his way through the woods to a large tree. He inserts his hand through a pink portal in the tree trunk and flips a light switch on in the interior. The ensuing sequence of events involving a young starry-eyed wisp, a bodybuilder cum carpenter and a multi-colored gun shell comes full circle and the film ends once the hunter has returned to his blind.

Sola's reference to "flipping the switch" reflects on a popular sports idiom meaning to intensify one's performance. The cyclical chain reaction initiated by the hunter when he flips the switch and the ensuing unconventional and humorous juxtaposition of expository elements evokes the stream of consciousness narrative of a Bunuel movie. The metaphorical explorations of Sola's latest video seems to beg many a ponderous question, perfectly balanced by the levity inherent in his fantastical scenario.

Like Sola's video work, his watercolor paintings employ wry humor and subtlety to critique contemporary culture. Watercolor painting is a medium often relegated to the realm of the hobbyist and reserved for pastorals. Sola upends this longstanding tradition by depicting a range of unlikely subjects, in bold and elementary strokes, such as a lottery ticket and the backside of a plumber working on a kitchen sink.

Sola has participated in many solo and group exhibitions across the country and internationally, 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 in exhibitions at the Los Angeles County Museum of Art, Los Angeles, CA; 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, Tijuana, Mexico + San Diego, CA; and Wexner Center for the Arts, Columbus, OH. His video work has also been introduced at the Saint Louis Art Museum and the San Francisco Museum of Art and has recently been included in two traveling exhibitions in connection with iCI. Sola resides in Los Angeles, California.

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