

FOR IMMEDIATE RELEASE

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Dallas Contemporary Announces Downtown Project by Michel Verjux *French artist Michel Verjux creates installation in downtown Dallas at 601 Elm Street*

Downtown Project Celebration:

Saturday 19 February 2011

601 Elm Street

18.00 - 19.00 (6.00 - 7.00 pm)

Meet the Artist On-SITE

Urban Café, 1500 Jackson Street

19.00 - 21.00 (7.00 - 9.00 pm)

Cocktail reception with the Artist

Dallas, TX [14 February 2011] On Saturday 19 February 2011 Dallas Contemporary will present Parisian artist Michel Verjux's high-intensity off-site installation at **601 Elm Street in Downtown Dallas**. The downtown project is on view through 27 March 2011. Verjux will have an exhibition concurrently at Dallas Contemporary.

Verjux who spent his childhood and university years in Dijon, Dallas's sister city, has created a series of new site-specific works influenced by Dallas Contemporary's new building and the artist's research about the 1850s utopian French settlement, La Reunion, later to become the city of Dallas. La Reunion, was located less than 2 miles from the Dallas Contemporary, also on the Trinity River.

Primarily composed of directed, framed and focused light projections, Verjux's sculptural exploration of light serve not simply as simple forms and geometric shapes, but as symbols of an event which visitor's become active participants. Both the downtown project and the exhibition at Dallas Contemporary will consist of high-lumen architectural lights in conjunction with the architecture of the buildings.

Michel Verjux began his exploration of the sculptural effects of light in the early 1980's. The artist stated, "It dawned on me that, after all, light is the most essential element in the visual arts. We can reduce our means no further."

Verjux lives and works in Paris, France.

About Dallas Contemporary:

Dallas Contemporary is a non-collecting art museum presenting new and challenging ideas from regional, national and international artists. The institution is committed to engaging the public through exhibitions, lectures, educational programs and events. Dallas Contemporary is open to the public: Tuesday - Saturday, 10.00 – 17.00 (10 am to 5 pm); Sunday, 12.00 – 17.00 (12.00 to 5.00 pm); and 1st Thursdays until 20.00 (8.00 pm). Admission is always FREE. For information, please call 214 821 2522 or visit dallascontemporary.org.

Images available upon request. Please contact Erin Cluley at erin.cluley@dallascontemporary.org.