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Dallas Contemporary Announces Exhibition by artist & designer EZRA PETRONIO

EZRA PETRONIO Bold & Beautiful
Exhibition dates: 8 April - 21 August 2011

Opening Reception: Friday 8 April 2011 20.00 - 24.00 (8.00 - midnight)

Gallery Walk Through: Saturday 9 April 17.00 (5.00 pm)

Dallas, TEXAS [10 March 2011] On 8 April 2011 Dallas Contemporary will present EZRA PETRONIO Bold & Beautiful. The exhibition is on view through 21 August 2011. For more than a decade, Ezra Petronio has been independently publishing Self Service, a bi-annual, fashion and lifestyle magazine. In an Andy Warhol 70s style, Petronio's exhibition at Dallas Contemporary is the Polaroid documentation of the creative people that have been involved in the magazine --- curators, designers, editors, photographers, thinkers, musicians, artists, socialites, troublemakers. Never before seen in an institutional setting, Petronio's exhibition explores the diversity of fashion, photography and art.

Bold & Beautiful is an all-inclusive album of the all-exclusive as they spontaneously appear at random on the museum wall. The selection of portraits presented is not the product of a premeditated grouping, but rather an organically unraveled network of people. The unsuspecting members of the cultural community to which they belong, all represent individually and collectively the very essence of today's creative soul.

As a body of work, Bold & Beautiful presents a highly distilled form of social documentation, an investigation of a specific social environment, the witnessing of the conflux of special times in special places. As an undeniably star-filled yearbook, this work presents Ezra Petronio's ongoing commitment to intensively explore the intricacies and diversities of fashion, photography and art.

"The combination of retro concepts, contemporary graphic design, fashion and personal influences makes Ezra Petronio a creative guru in Europe," stated Peter Doroshenko, Dallas Contemporary Executive Director. "It's exciting to be the first institution to present his work."

Ezra Petronio is the co-founder and creative director of the Paris-based pluri-disciplinary strategic and creative agency Petronio Associates. Serving a selection of the world's leading brands in fashion, beauty, and luxury goods, the agency's projects range from advertising, digital communication, visual identity, fragrance bottle design and packaging, as well as overall brand strategic and creative direction. Ezra is also editor-in-chief of the renowned fashion and culture biannual Self Service, one of the leading international independent publications.

Ezra and Suzanne Koller (his partner and wife), have worked for a select group of clients including Prada, Louis Vuitton, Yves Saint Laurent, Miu Miu, Pucci, Absolut Vodka, and Sony Ericsson. Their agency Petronio Associates has also orchestrated the launch of Prada Fragrances, Chloé Eau de Parfum and Love

Chloé. In 2008 Ezra Petronio art directed all fragrance, makeup, skincare, jewelry and watch campaigns for Chanel.

Born in New York in 1968, Ezra was raised in Paris, where his father worked in the advertising business. He attended Parson's School of Design and created his company in 1994 with Suzanne Koller.

Ezra and Suzanne's collaboration is anchored in a mutual avid curiosity for the visual arts and humanites, a desire to engage in a creative, artistic journey through diverse projects and a need to constantly challenge themselves to explore new creative horizons – an ongoing work in progress.

The most comprehensive illustration of the design convictions of the company is Self Service, a biannual fashion and culture directional publication regarded as a leading reference for the industry. For the past twelve years Self Service has served as a visual laboratory for Petronio Associates. The magazine has allowed for stimulating relationships with leaders in the fields of music, art, fashion, literature, politics, media, and photography, further enriching the creative landscape of the company, and providing the directors with an extensive understanding of the luxury business.

In the twelve years that their magazine Self Service has been published, Ezra and Suzanne have come in contact with varied curators, designers, editors, photographers, thinkers, musicians, artists, socialites, troublemakers, the Insiders, the Outsiders, the Avant-Gardists and the Establishment. With their personal active vision of how the world looks, feels, sounds, dresses, all these creative people who once knew each other only by name or reputation now appear on the same page vying for the viewer's attentive gaze and blurring the boundaries of their individual professional worlds.

Aware that running a magazine is a creative privilege that nurtures special encounters, Ezra and Suzanne decided to record them as aesthetically as possible using the polaroid camera inadvertently paying homage to Andy Warhol's 70's style documentation of all who passed into his personal environment through The Factory doors. Purchasing a dozen original 1970s Polaroid Big Shot Land cameras and thousands of vintage flash cubes from collectors, they went to work. Encouraged by Suzanne to shoot the portraits himself, Ezra took the step, shooting over 1500 personalities across the world over the past decade, developing a new passionate creative expression : photography.

This was not necessarily unfamiliar territory as Ezra spent his early professional years discovering and handling rare prints with the late Pierre Grassmann, Man Ray's personal printer, founder of Picto and original member of Magnum. As well as spending summers in the black and white lab at Picto learning photographic and printing techniques from Joseph Kudelka.

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.

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