

## FOR IMMEDIATE RELEASE

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# Dallas Contemporary held Opening Celebration Friday 8 April for Artists EZRA PETRONIO and JUERGEN TELLER

## *More than 1400 guests were in attendance*

**Dallas, TEXAS [30 March 2011]** Last Friday 8 April 2011 Dallas Contemporary hosted an opening celebration in honor of two major exhibitions - **JUERGEN TELLER** *Man with Banana* and **EZRA PETRONIO** *Bold & Beautiful*. Both artists were in attendance.

On Friday 8 April from 19.00 - 20.00 (7.00 - 8.00 pm) Dallas Contemporary hosted a **VIP Preview exclusively for Dallas Contemporary members, donors and major sponsors**. Guests previewed the cutting edge exhibitions prior to the public opening. **Casa Dragones Sipping Tequila** poured handcrafted, exceptionally smooth tequila for guests. Food was enjoyed from **Central Market** while the evening soundtrack was spun by **DJ Mia Moretti** who was brought in from New York for the event.

From 8 pm to midnight the exhibitions opened to the public. Specialty beers were provided by **Ben E. Keith Co.** and wine by **Glazer's Distributors**. More than 1400 guests attended throughout the evening.

**Karla McKinley** a Dallas Contemporary Board member and exhibition sponsor, says "Dallas loves to celebrate fashion, design and culture, so we are excited to have Juergen and Ezra in Dallas. Our sponsors make it possible for all of Dallas to see them."

Other exhibition sponsors in attendance were presenting sponsor **Sue Gragg** (owner Sue Gragg Precious Jewels), gold sponsor **Stanley Light** and silver sponsors **Nicole Boykin** (fashion design KOCH clothing), **Michelle Nussbaumer** (owner Ceylon et Cie), **Muffin Lemak** (DC board member), **Niven Morgan & Shelby Wagner** (DC board member), **Nancy Rogers**, **Capera Ryan** (DC board member) **Maxine Trowbridge** (founder PinkMemo.com) and **Merry Vose** (owner Cabana).

Dallas Contemporary's exclusive media sponsor FD Luxe was represented by editor in chief **Tracy Achor Hayes**. Other guests in attendance were **Kenny Goss** (GossMichael Foundation), **Cindy & Howard Rachofsky**, **Deedie & Rusty Rose**, **Joyce Goss** (GossMichael Foundation), **Sadie Coles** (Sadie Coles HQ, London), **Wendy & Jeremy Strick** (Director Nasher Sculpture Center), **Jim Lambie** (Artist), **Christ Byrne** (Director Dallas Art Fair), **Dr. Carol Riddick & Mr. Frank Riddick III**.

**Juergen Teller's** exhibition surveys his oeuvre and includes many new and unseen photographic works. Blurring the distinction between his commercial and non-commercial work, Teller takes a story-

telling approach to this exhibition by combining images of family and friends interwoven with known celebrities such as Helmut Lang, Yves Saint Laurent and Vivienne Westwood.

Never before been seen in an institutional setting, **Ezra Petronio's** exhibition explores the diversity of fashion, photography and art. The Dallas Contemporary exhibition is a Polaroid documentation of the creative people that have been involved in the fashion and lifestyle magazine independently published by Petronio.

Ezra and Suzanne Koller (his partner and wife) have worked for a select group of clients in the twelve years that their magazine *Self Service* has been published, including Prada, Louis Vuitton, Yves Saint Laurent, Miu Miu, Pucci, Absolut Vodka, and Sony Ericsson. Their agency Petronio Associates orchestrated the launch of Prada Fragrances, Chloé Eau de Parfum and Love Chloé.



#### SIPPING TEQUILA

#### About Casa Dragones Tequila

Handcrafted in small batches in Tequila, Mexico, Casa Dragones is a 100% Blue Agave Joven tequila made with an innovative process to be exceptionally smooth – so smooth that it can only be called sipping tequila. Co-founded in 2009 by Bob Pittman, a former AOL Time Warner COO and a founder of MTV and Pilot Group, and CEO Bertha González Nieves, Casa Dragones is made with meticulous attention to detail and a commitment to perfecting this one style of limited edition

sipping tequila only. The brand's Maestro Tequilero individually selects the finest blue agave plants and hand-finishes each bottle by gently balancing platinum tequila with a hint of extra añejo. Each bottle is handcrafted from pure, lead-free crystal and individually engraved, hand-labeled, numbered and signed. Casa Dragones is available at select retailers and premiere restaurants and bars in New York, New Jersey, California, Florida, Nevada and nationwide at 1-877-spirits.com.

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#### 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, 11.00 – 18.00 (11 am to 6 pm); Sunday, 12.00 – 18.00 (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](http://dallascontemporary.org).

Images available upon request. Please contact Erin Cluley at [erin.cluley@dallascontemporary.org](mailto:erin.cluley@dallascontemporary.org).

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