

For Immediate Release
July 2, 2014
Los Angeles, CA

CHG CIRCA

NOUAR

“SATISFACTION GUARANTEED!”

NEW 3D RESIN PAINTINGS AND SCULPTURES



**OPENING RECEPTION SATURDAY, JULY 19, FROM 7-10PM
ON VIEW JULY 19 - AUGUST 23, 2014**

Nouar's candy-colored creations are inspired by mid-century modern visions of prosperity and the wealth of inventions that culture encouraged. The same age that brought about the Eames chair, atomic light fixtures and electric stoves also begat rainbow jello desserts, kooky casseroles and mass production of elaborately packaged convenience food, helping to feed a wild consumer culture. As a result, the myriad of advertising art and cartoons hand-created during this era serve as huge inspiration for Nouar as an artist. Her new work stylistically captures the exuberance in which the desires of post-war American consumers were met with inventive presentation of new goods and items.

“These new pieces are unique, in that they are all three dimensional, exploring the potential of transparent, mixed media. Being the largest body of work I have produced since 2011, the art is more technically refined and focused, using repetition to reflect the concept of mass manufacturing and the practice of repackaging products industry elements previously unexplored in my work.”

(more)

The opening reception for NOUAR will be hosted Saturday, July 19, 2014, from 7-10pm at CHG Circa. The reception is open to the public, and the exhibition is on view through August 23, 2014.

Nouar

Nouar is a Los Angeles based artist. Graduating from Art Center College of Design in 2004, she immediately began working in television animation for Cartoon Network and Nickelodeon studios as a background painter. She has also freelanced as an illustrator and as a graphic artist. Since 2006, Nouar has focused on personal artworks. Nouar's love of vintage American mid-century design and advertising art continually serve as the inspiration for her paintings. Her work has been exhibited in galleries around the world including Los Angeles, New York, Rome and London. Her pieces have also been displayed at the internationally acclaimed Scope art fair, as well as featured in American Illustration, Sanrio's 50th Anniversary gallery collection and accompanying Hello Kitty! Hello Art! as well as 2013's Delirious, chronicling the Jonathan Levine Gallery of New York. With the 2011 "Internally Yours" exhibit at Corey Helford Gallery, her work began including sculptural elements crafted from various plastics and resins, adding further dimension to her colorful characters and creative narratives.

CHG Circa

Established in 2012 by Los Angeles gallerists Jan Corey Helford and Bruce Helford, CHG Circa is their exciting new art venue on Washington Blvd. After launching the highly-successful Corey Helford Gallery in 2006 in the Culver City Arts District, the Helfords opened CHG Circa as a platform to highlight figurative and pop surreal artists worldwide, including Lola, Van Arno, Sylvia Ji, Amy Sol and many more. Corey Helford Gallery is internationally-renowned for its standout exhibitions, from "Letters From America" during the 2012 London Olympics to "Art From The New World," Corey Helford's transatlantic collaboration with the Bristol's City Museum & Art Gallery showcasing work by a formidable group of 49 of the finest emerging and noted American artists in the New Contemporary art scene. CHG Circa will present exhibitions and special projects of equal quality and caliber. "We believe the artists we show and support are creating timeless art," the Helfords add, and to celebrate this, CHG Circa will have an elegant 1930s' ambiance, stamped tin ceilings and 10 foot archways. CHG Circa presents new exhibitions every 4-5 weeks. For more information and an upcoming exhibition schedule, please visit coreyhelfordgallery.com

CHG Circa

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Open Tuesday-Saturday, Noon- 6pm

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