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PRESS RELEASE

Loriel Beltran

To love a picture like a fetishist loves a shoe

February 19 - March 26, 2016

Vernissage: Saturday, February 13, 6:00-9:00 pm

“I defy any amateur of painting to love a picture as much as a fetishist loves a shoe”

- Georges Bataille

Versace Versace Versace is proud to announce **Loriel Beltran's** second solo exhibition with the gallery, ***To love a picture like a fetishist loves a shoe.***

Painting has always been a useful link to communicate higher ideals and societal mandates, usually coming from and funded by wealthier ruling classes, so it is no surprise that fashion, of some great concern to the aforementioned class, has always infiltrated the painted images of any particular era. To the contemporary sensibility, perhaps this does not bode well for painting, or perhaps it reveals something intrinsically distasteful about humanities endless need for visual ratification of hierarchical stature and our ubiquitous societal constructs of beauty and desirability. □□Loriel Beltran's work has often dealt with the aftermath of luxury by recasting the very objects of discarded excessiveness within or as his medium, be it marble countertops from homes in foreclosure or, as in this series, advertisement pages from endlessly circulated then tossed magazines like Vogue, Elle or W. In these heavily mannered ads, Beltran was specifically attracted to their understood relationship and indebted romance with a historically painterly space as a competitive advertising cue for the luxury class, wealth borne sophistication and exclusion. By painting on them, each page has been reclaimed from rubbish fashion by-product to art object lavishly accentuating their selling points, be it rich fleshy color, sensual curves or a ribaldrous vantage point.

In these paintings Beltran opens a critical and cautionary conversation about the resurfacing of modernist ideals within contemporary art and aesthetics, the seemingly inevitable commonality of how fashion and art trends are exclusively consumed at first, disseminated to maximize their cultural capital and eventually pushed out of populist appeal by the very same tastemakers due to their abundant accessibility.

To accompany the exhibition, *Pleasure Principles: A review of research on Hedonic Consumption* by Joseph W. Alba & Elanor F. Williams has been published by Miami World Internet Cafe and will be available at the gallery for \$10.00.

For questions or additional information, please contact the gallery at office@versaceversaceversace.net

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