

MoMA PS1

MoMA PS1 PRESENTS SOLO EXHIBITION OF NEW WORK BY SETH PRICE

Seth Price: Danny, Mila, Hannah, Ariana, Bob, Brad

June 3–September 3, 2018

Duplex Gallery, MoMA PS1

LONG ISLAND CITY, NY, June 3, 2018 – MoMA PS1 presents a new series of large-scale photographs by Seth Price (American, b. 1973) created between 2015 and 2017. Depicting magnified details of human skin in high resolution, these abstract portraits of people of various ages, genders, and races document portions of each subject's body in extreme detail. Featuring six works, which range in height from twelve to nineteen feet, *Seth Price: Danny, Mila, Hannah, Ariana, Bob, Brad* is on view through September 3.

Using a robotic camera typically deployed for scientific research or forensic study, Price captured thousands of high-definition images in a single sitting, focusing on a specific area such as the arm or leg. The resulting images were subsequently stitched together using satellite-imaging software, run through a 3D graphics program, and adjusted by a fashion retoucher. Printed on fabric and stretched over commercial light boxes, these digital skins take on an inner light, fusing human warmth with a screen-like glow. Combining the crisp detail of close observation with the impersonal breadth afforded by panoramic view, the photographs provide uncannily intimate representations that nevertheless reveal very little about their models. Works in this series were first displayed at 356 Mission in Los Angeles, and subsequently included in the artist's recent retrospective at the Stedelijk Museum, Amsterdam and the Brandhorst Museum, Munich.

Since the mid-2000s, Price's art has been celebrated for its reflection of the cultural, political, and economic conditions of contemporary life. These analyses often emphasize the formal characteristics of Price's work, referencing his use of disparate image formats, fashion, music, commercial packaging, and advertising applications. Less noted is the connection that much of his art has to the body. Whether invoking it through violent media images, sexual cartoons, casts, clothing, or sewage pipes, Price returns repeatedly to the body as the site where technology's effects register most acutely.

Seth Price is a New York-based artist who has been the subject of solo exhibitions at the Stedelijk Museum, Amsterdam; Institute of Contemporary Art, London; Kunsthalle Zürich, Switzerland; Art Gallery of Ontario, Canada; and Artists Space, New York. His work has been featured in group exhibitions including dOCUMENTA (13); the 2011 Venice Biennale; New Museum of Contemporary Art, New York; Tate Britain, UK; SculptureCenter, Long Island City, New York; and the 2002 and 2008 Whitney Biennials; among others. His work is included in the collections of The Museum of Modern Art, New York; the Kunsthaus Zürich, Zürich;; the Whitney Museum of American Art, New York. Price currently lives and works in New York.

Seth Price: Danny, Mila, Hannah, Ariana, Bob, Brad is organized by Peter Eleey, Chief Curator, with Josephine Graf, Curatorial Assistant, MoMA PS1.

The exhibition is made possible by the MoMA PS1 Annual Exhibition Fund.

ABOUT MoMA PS1

MoMA PS1 is devoted to today's most experimental, thought-provoking contemporary art. Founded in 1976 as the P.S.1 Contemporary Art Center, it was the first nonprofit arts center in the United States devoted solely to contemporary art and is recognized as a defining force in the alternative space movement. In 2000 The Museum of Modern Art and P.S.1 Contemporary Art Center merged, creating the largest platform for contemporary art in the country and one of the largest in the world. Functioning as a living, active meeting place for the general public, MoMA PS1 is a catalyst for ideas, discourses, and new trends in contemporary art.

Hours: MoMA PS1 is open from 12:00 p.m. to 6:00 p.m., Thursday through Monday. Closed on Thanksgiving, Christmas, and New Year's Day.

Admission: \$10 suggested donation; \$5 for students and senior citizens; free for New York City residents, MoMA members, and MoMA admission ticket holders within 14 days of visit. Free admission as a Gift to New Yorkers made possible by the Anna-Maria and Stephen Kellen Foundation.

Directions: MoMA PS1 is located at 22-25 Jackson Avenue at 46th Ave in Long Island City, Queens, across the Queensboro Bridge from midtown Manhattan. Traveling by subway, take the E, M, or 7 to Court Sq; or the G to Court Sq or 21 St-Van Alst. By bus, take the Q67 to Jackson and 46th Ave or the B62 to 46th Ave.

Information: For general inquiries, call (718) 784-2084 or visit momaps1.org.

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