

**FOR IMMEDIATE RELEASE:**

**REGEN PROJECTS**  
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**RICHARD PRINCE "HOUSE" INSTALLATION**

April 1st - 30th, 1993

Open by appointment and Saturdays to the public

I had been staying at the Hanging Gardens on Franklin Street up behind Yamashiro's in West Hollywood when I found the house. The house had three bedrooms, a living room, an enclosed porch, a cabana, two and a half baths, a pool that took up what there was of a backyard, and a five-car garage.

When I saw the garage, I knew I'd found the right house...

It was in a neighborhood of houses; no stores or restaurants, just houses. All pretty much the same looking: late fifties; all one story; choice of white, tan, or brown; part of a tract. Cement driveways, small monochromatic lawns, all kept up. The way these houses looked made you think of a boss, a directive, someone with a plan. Maybe it was just one family or even one single person living in all the houses...

The bedrooms were small, about nine by twelve, with sanded wooden floors, one window per room, each window covered with a white sheet. They were like cells. Spartan. Shaker. Monk-like. The bedrooms were empty of furniture, but each was "decorated" with a car hood...

Spraypainted in the garage: "From where I stand, I really don't see things from where I stand."

--From *Richard Prince*, catalogue, Barbara Gladstone Gallery, NY, 1988

Regen Projects is pleased to announce its premiere on-site exhibition by New York artist **Richard Prince**. **Prince** will take over a bungalow in West Hollywood in the first of a series of "Houses" throughout various cities. The project will be a mixed-media installation of photographs, paintings, drawings, and work screened directly onto the walls.

**Prince's** oeuvre has always explored the interstices of American mythology and libido as presented through popular culture. The "House" becomes a natural extension of **Prince's** work as lifestyle moves into the stylized and the domestic becomes the gallery. Or more aptly as **Prince** has oft repeated, "I live in a goldfish bowl."

A private press preview will be held on Wednesday, March 31st from 11:00 am to 3:00 pm at 540 Westmount in West Hollywood. For further information or to make an appointment please contact Stuart Regen or Shaun Caley at the gallery.

**Richard Prince's** retrospective may be viewed at the San Francisco Museum of Modern Art after April 30th.