

FOR IMMEDIATE RELEASE:

Regen Projects
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Richard Prince

March 3 - April 7, 2001
Gallery hours: Tuesday - Saturday, 11-5 PM
Opening reception: Saturday, March 3, 6:00-8:00 PM

Regen Projects is pleased to present an exhibition by **Richard Prince**. For this new body of work, the artist has collected 8 x 10 celebrity publicity photographs that he purchased from catalogues and specialty stores. Each work consists of a composition of these publicity photos - some photos signed to Richard by the celebrities and some autographs "forged" by **Prince**. **Prince** combines the authentic and forged autographs without distinction and calls attention to the status of the signature itself as a mark of authenticity and a personal link from the fan to the famous. Some compositions also include other collectibles such as buttons, album covers, and records, as well as **Prince's** own photographs and drawings.

Since the beginning of his career, **Prince** has addressed issues surrounding the appropriated image. In the 1970s and 80s, he gained attention for re-photographing images found in magazines he came across while working in the tear sheet department of the Time Life building. The "publicity series" is an extension of this re-photography work that **Prince** began 25 years ago, addressing issues of identity, originality, authorship, and ownership of the image. With the "publicity series" works, Prince introduces the celebrity as another identity "type" just as the biker girls or the Marlborough man represent a specific iconic American female or male.

"**Prince** could be described as a recorder, an archiver, a receiver of images and materials, one who re-indexes the visual material of the world around him as it appears in magazines and in reality. Photography creates an un-real reality, witnessing the image of its subject again and again. It enhances the subject's commonality while simultaneously promoting its celebrity. The photograph is an object of intimacy, the closest one can get to the 'real' thing. It creates a familiarity, an intimacy, so accessible that it could be you...or me...or the girl next door."

(Peter Noever. The Girl Next Door. MAK. 2000)

Richard Prince was born in 1949 and lives and works in New York State. **Prince's** work has been exhibited extensively nationally and internationally. **Richard Prince's** American retrospective was organized by the Whitney Museum in 1992. Monographs of **Prince's** work and artist books include 4X4 published by Korinsha Press, The Girl Next Door, published by the MAK Center for Art and Architecture in Los Angeles, Adult Comedy Action Drama published by SCALO, Spiritual America published by Aperture and The Valencian Institute of Modern Art in Spain, and **Richard Prince** published by the Whitney Museum of American Art.

An opening reception for **Richard Prince** will be held on Saturday, March 3 from 6:00-8:00 PM at the gallery. For further information please contact Shaun Caley Regen or Lisa Overduin at 310/276-5424.

UPCOMING EXHIBITIONS:

Jack Pierson: April 14 - May 19, 2001