

**FOR IMMEDIATE RELEASE:**

**Regen Projects**  
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**Lawrence Weiner: Out of the Blue**  
July 9 - August 7, 1999  
Gallery Hours: Tuesday - Saturday 11:00 - 5:00 pm  
Opening: Friday, July 9th, 6:00 - 8:00 pm

Regen Projects is pleased to announce *Out of the Blue*, an exhibition of new works by **Lawrence Weiner**. A seminal artist of the 1960's, **Weiner** pioneered much of the conceptual art movement and was one of the first artists to "dematerialize" the object of art into the domain of ideas and language. **Weiner's** art takes many forms, from text painted across a gallery wall or across an entire building, to the printed page of a book. It can enter the dialogue of actors in a video, or be sung as lyrics by a pop band. **Weiner's** conclusion that the conception of an artwork is sufficiently presented through language resulted in his groundbreaking 1968 "declaration of intent":

1. THE ARTIST MAY CONSTRUCT THE WORK
2. THE WORK MAY BE FABRICATED
3. THE WORK NEED NOT BE BUILT

EACH BEING EQUAL AND CONSISTENT WITH THE INTENT OF THE ARTIST  
THE DECISION AS TO CONDITION RESTS WITH  
THE RECEIVER UPON THE OCCASION OF RECEIVERSHIP

**Weiner's** composed texts describe process, structure, and material, and though **Weiner's** work is almost exclusively language-based, he regards his practice as sculpture, citing the elements described in the texts as his materials. **Weiner** states, "For me, the making of sculpture, the placing of sculpture in cultural environments and in the public, is about allowing people to deal with the idea of mass, of other materials, the dignity of other materials...I am really just a materialist...I am interested in what the words mean. I am not interested in the fact that they are words...I hope that the vast majority will read the words for their meaning and that they will place that meaning within the sculptural context of their parameters and how they get through the world." (Lawrence Weiner. Phaidon. 1998. pp. 13-19).

"Using a utilitarian yet elegant typeface, stark monochrome or vivid colours, [**Lawrence Weiner's**] works have a striking formal beauty. Dedicated to the circulation of art and ideas, one statement can take the form of myriad media ranging from paint to stone to video, considering the issue of artistic possession as a cultural phenomenon."  
(Lawrence Weiner. Phaidon. 1998)

**Weiner's** work has been exhibited extensively throughout the world. His work is documented in numerous artist's books and publications, most recently, in a monograph produced by Phaidon Press.

An opening reception for **Lawrence Weiner** will be held on Friday, July 9th at Regen Projects from 6:00-8:00 pm. For further information please contact Shaun Caley Regen or Lisa Overduin at the gallery at (310) 276-5424.