

FOR IMMEDIATE RELEASE:

**Regen Projects
629 North Almont Drive
Los Angeles, CA 90069
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JACK PIERSON: Under the top!

April 14 - May 19, 2001

Opening reception: Saturday, April 14th, 6-8pm

Gallery hours: Tuesday - Saturday, 11am - 5pm

Sadly, Regen Projects announces their fourth one-man exhibition of the New York artist **Jack Pierson**.

Unfortunately it promises to be another gloomy affair, filled with sentimental excess and narcissistic vagaries.

Since his first show ever at the now extinct Richard Kuhlenschmidt Gallery in Santa Monica ten years ago this year, **Pierson** HAS BEEN practicing some sort of *verité* as life-of-an-artist existence that has garnered him a cult following and a reputation as a low rent, international cowboy, but really, little else.

Dismissed early on by the critical and curatorial establishment, **Pierson** HAS BEEN forced to pursue a bored, aimless life with the jet set, offered him by the fashion world in their embrace of him—as a curio—with a faded art world pedigree.

What he hopes to achieve here in Hollywood this time around continues to elude us. Another over-medicated, opening-night nightmare, or merely a cashing in on the destitute cachet of what remains of his golden boy status? Stay tuned nostalgia buffs—here comes whatshisname.

An opening reception for **Jack Pierson** will take place on Saturday, April 14th from 6:00 to 8:00pm at Regen Projects. For further information please contact Shaun Caley Regen or Lisa Overduin at the gallery at 310/276-5424.