

REGEN PROJECTS

FOR IMMEDIATE RELEASE:



Scott McFarland

Simultaneous Contrasts

July 11 – August 16, 2014

Opening reception: 6:00 – 8:00 pm

Gallery hours: Tuesday – Saturday, 10:00 am – 6:00 pm

Regen Projects is pleased to present *Simultaneous Contrasts*, an exhibition of recent work by Canadian artist **Scott McFarland**. The exhibition will debut a new work that pairs a still image as a lightbox with a durational photograph video. Also on view will be the two series *Hamptons* and *New Orleans Pictures*, which build upon and upend the tradition of documentary street photography. This is the artist's fourth solo presentation at the gallery.

McFarland's work reconsiders the concept of a photograph as the depiction of a single decisive moment captured in time. Utilizing digital technology, the artist combines multiple analog negatives to represent simultaneous temporalities, and interweaves selected elements into a single cohesive image. These new works offer a slight departure from **McFarland's** previous durational photographs and return to a more traditional idea of photography and its representation of the instant.

Simultaneous Contrasts refers to the exhibition's presentation of variations of the same work in different forms at the same time. Images that comprise the *Hamptons* and *New Orleans Pictures* re-examine popular pictorial representations of the elite New York vacation town and infamous southern American city. **McFarland** visited various locations that are often depicted in postcards or books like Main Street Southampton, St. Roch Cemetery, and Galatoires Restaurant to create a more "realist" interpretation of their commercialized image.

Each of the *New Orleans Pictures* are created as both a color and black-and-white variation, which allows for special attention to be given to the formal qualities of seeing a space in both forms. Subtle manipulations between the two variations of the images adds to the viewers understanding of what they see. Employing a new method of large format reportage photography, **McFarland** positions his 4 x 5 camera on a fixed tripod and spends a number of days photographing each area to capture its built and urban environment as well as candid events that occur. Combining the resulting images of different figures on different days, the artist montages

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each layer into the same scene, resulting in a densely constructed documentary-style picture that features a multiplicity of moments unfolding over time in what appears to be a single instant.

Scott McFarland (b. 1975) lives and works in Toronto, Canada. His work is part of the permanent collections of numerous museums worldwide, including the Victoria and Albert Museum, London; Museum of Modern Art, New York; San Francisco Museum of Modern Art, San Francisco; Walker Art Center, Minneapolis; National Gallery of Canada, Ottawa; Art Gallery of Ontario, Toronto; Vancouver Art Gallery, Vancouver; and the Albright-Knox Museum, Buffalo; among others.

Currently his work is featured in a solo exhibition entitled *Snow, Shacks, Streets, Shrubs*, at the Art Gallery of Ontario in Toronto, on view through August 10, 2014. A fully illustrated exhibition catalogue published by König featuring texts by Kitty Scott, Urs Stahel, and a conversation with the artist and James Welling will be available for purchase at the gallery. **McFarland's** work is also featured in a group show entitled *Convergences: Selected Photographs from the Permanent Collection* at the Getty Center in Los Angeles, on view from July 8 – October 19, 2014. In conjunction with the exhibition, **McFarland** will join author Lawrence Weschler, curator Virginia Heckert, and photographer Vera Lutter for a discussion on photographic convergences on Wednesday, July 9 at 7:00 pm. Please visit http://www.getty.edu/museum/programs/lectures/weschler_lecture.html for more information and to reserve a seat.

An opening reception for the artist will be held on Friday, July 11 from 6:00 – 8:00 pm.

For all press inquiries, please contact Ben Thornborough at +1 310 276 5424 or benthornborough@regenprojects.com.

For all other inquiries, please contact Jennifer Loh, Jane McCarthy, Lindsay Charlwood, or Cat Krudy at Regen Projects.

Pictured above: Scott McFarland, *Main Street Optics, Main Street, Southampton, New York*, 2012. Archival Inkjet Print. 37.75 x 70.5 inches (92 x 175 cm).