

FOR IMMEDIATE RELEASE:

A WHITER SHADE OF PALE..

With Gretl Bauer, Cedric van Eenoo, Sandra Gottlieb, Victoria Lowe, Francie Lyshak, Sarah Peterson, Francesca Schwartz and Gerald Wolfe.

Concept by Priska Juschka.

Exhibition Dates: January 6 — January 28, 2023

OPENING RECEPTION: THURSDAY, JANUARY 12 | 5:30 — 8:30 PM

Press Release:

Lichtundfire is pleased to present and welcomes all to the Opening Reception for A WHITER SHADE OF PALE, an exhibition with work in various media that emphasizes the absence or reduction of color — while otherwise creating a richness in sensation for the viewer by way of concept, medium, materials and processes.

The reduction of the palette brings forward nuances of color — shades of white, grey or beige often overlooked when shown side by side a richer color palette.

We have become accustomed to the full spectrum especially in a more and more expansive digital world. We barely remember the times when, especially in the winter months of the northern hemisphere, colors became muted or hardly even existed in our natural environment. Now, with the effects of global warming — but also due to our widening visual and digital universe — for us humans, color is omnipresent 7/24/365.

We have not had a "break from the full spectrum" since having been exposed to the seemingly endless possibilities of color combinations in our surroundings provided by a variety of ubiquitous digital media as well as by scientific and technological advances in general.

The artists in the exhibition, deliberately chose a concept of expression reduced of color as a vehicle to convey what lies beneath or beside the demonstrative full spectrum — leading us away from what we are nowadays accustomed to and into the realm of a world of nuances, subtleties and the subconscious.

For additional information, images, events and to arrange an appointment, please contact Priska Juschka at 917.675.7835 or info@lichtundfire.com .

About Lichtundfire:

LICHTUNDFIRE was established in 2015, with a visual program emphasizing nonrepresentational, conceptual, and abstract art; especially minimal, color field, geometrical, straight edge, abstract expressionist painting, lyrical abstraction, and process work in all media, as well as abstracted representation.

By its exhibitions, Lichtundfire's program is dedicated to developing and nurturing an active, engaged, progressive, and emancipated art community that addresses cultural and social realities as expressed through visual arts.

Beyond its carefully curated visual program, Lichtundfire seeks to actively connect with other parts of the creative community, especially in the field of poetry, literature, philosophy and Critical Theory.

Address: 175 Rivington Street (between Clinton & Attorney) New York, New York 10002

Subway Stop: F/M or J/Z to Delancey & Essex Streets

Website: lichtundfire.com Tel: (917) 675-7835 Email: info@lichtundfire.com

Instagram: @lichtundfire and hashtag: #lichtundfire

Facebook: <https://www.facebook.com/lichtundfire/>

GALLERY HOURS: Wed — Sat, 12—6 pm and TUESDAY BY APPOINTMENT.

To schedule an appointment please email Priska Juschka at info@lichtundfire.com

Lichtundfire: 175 Rivington Street NY NY 10002

Contact: Priska Juschka, info@lichtundfire.com, Tel. 917.675.7835

Gallery Hours: Wednesday – Saturday, 12 – 6 pm, or Tuesday by appointment
www.lichtundfire.com