

FOR IMMEDIATE RELEASE

PAREIDOLIA

With Barbara Bachner, Stephen Cimini, Augustus Goertz, Joyce Pommer, Jeff Pullen and Francesca Schwartz

Concept & Curation Priska Juschka

Exhibition Dates: April 3 – April 25, 2026

OPENING RECEPTION: WEDNESDAY, APRIL 8 | 6 – 8 PM

Press Release:

Lichtundfire is pleased to announce and welcome all to the Opening Reception of PAREIDOLIA, an exhibition in various media that addresses the natural human tendency to perceive and ascribe an unambiguous interpretation and meaning to a specific image, often with a random or ambiguous pattern.

A word of ancient Greek origin that connotes “*instead, behind or beside an image*”, Pareidolia stands for a general psychological condition of identifying so-called secondary images that are unintentional and without direct reference to existing, actual organic or inorganic patterns, objects, or organisms.

Furthermore, Pareidolia is a mental condition, however not a mental illness, whereby the person obsesses with imagery he or she sees, and even the sound he or she hears (Audio or Auditory Pareidolia), finding clues and messages in what is otherwise abstract and generally undecipherable.

In other words, in the Visual Arts, often when experiencing abstraction, we seek to find forms resembling familiar shapes, noticeable or interpretable figuration, or an imaginary horizon line that connotes a land or seascape, etc. Commonly known in the Rorschach test technique, the viewer finds imagery that is relatable and specifically personal, often sourced from memory or direct individual experience.

Abstraction in all its categories and forms, but especially Abstract Expressionism, Lyrical Abstraction, or process-based abstraction that are less formal and more open to visual interpretations, are the ultimate medium for pareidolic interpretations. Whether we see animals, cityscapes, figures, certain objects, or elements of a landscape, our eye searches for unambiguous forms and details— injecting specific meaning in intentionally abstract imagery.

In the course, even structurally repetitive, geometric patterns, and clearly recognizable compositional elements are being bent to the mind's imaginative eye that is intent on seeing more than the at-first-sight obvious.

The work in the exhibition encourages looking beyond the primary image composition while asking to explore and reflect what may lie beneath or beside the openly depicted— stimulated by the viewers' own imagination (imago lat.= image).

For additional information, images, appointments, please contact Priska Juschka at 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, conceptual representation.

Through 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, with its accompanying events, seeks to actively connect with other parts of the creative community, especially in the field of poetry, literature, philosophy, and Critical Theory.

Instagram: @lichtundfire and hashtag: #lichtundfire Facebook: <https://www.facebook.com/lichtundfire>

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