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## **FOR IMMEDIATE RELEASE**

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**PATRAJDAS Contemporary**, a Utah-based contemporary art project, is pleased to announce its participation at the Palm Springs Fine Art Fair, Feb 15-17, 2013 at the Palm Springs Convention Center; see our exhibit at **BOOTH #608**.

We will feature an exciting program of local, US and internationally-based artists, including:

For over a decade, **Jordan Eagles** has been **using and preserving blood** in his multi-dimensional works as a method to explore themes of regeneration and the metaphysical connections between body, spirit and nature. Eagles permanently preserves the blood on clear or white Plexiglas within layers of resin, suspending the organic medium's fluid forms under the resin's glass-like surface. **His work is a dynamic wash of burgundy, crimson, rubys – commingling with near blacks, and rust colors forming a rich vibrant surface that glows with energy.** Now mixing his medium with copper, Eagles creates **an effect that is not unlike erupting molten lava** – a sparkling geology of vibrant colors and seemingly prehistoric textures that range from fiery orange to deep crimson – **revealing as much about life as about death.**

Mr. Eagles' works have been snapped up by over a dozen museums in 2012, and he currently has several concurrent exhibitions at regional art centers and museums.

**Jong Seok Yoon**, of Seoul, S Korea is a highly-regarded artist in Asia, with limited exposure to date in the US. Yoon's **trompe –l'oeil paintings** are meticulously crafted (he uses a syringe to apply his paint) and **play with your mind, not just your eyes.** Working on an intimate scale, **his larger-than-life compositions layer familiar imagery upon familiar imagery, sandwiched between layers of meaning.** And then - another layer: the clothes with brilliant flower patterns transform into the head of dog, lion, pig or sheep. A beast symbolizes instinct and desire. The 'beast-like' desire hidden in the clothes rears its head: It barks. The uniform of soccer players also takes in the form of handgun; the image association is one of offense, shooting and charging towards the goal. While Jong Seok has had numerous exhibitions in Seoul, Singapore, Beijing, Hong Kong and London (at Saatchi) and NYC, this will mark his debut in Palm Springs.

Korean-born (but working in NYC) **Koh Sang Woo** creates **vivid images of human figures with an approach that adopts painting, performance, documentation and traditional photographic techniques.** The artist's work is characterized by the development of a blue tone photograph that captures his subjects using negative film. The prints are the product of a labor-intensive dialogue with his models, who see the

###MORE###

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artist adorn their bodies with props such as butterflies and flowers. Most importantly, by reversing the color and light in the exposure, he gives an unmistakable visual electricity and intense emotional charge. **His work has been described as hyper-real romance for the digital age.** Koh has recently returned from a suite of solo museum exhibitions in Hong Kong, Beijing, and Seoul. Patrajdas Contemporary is pleased to represent his work in N. America.

Sculptor **Emil Alzamora**, born in Peru and educated and working in the US, brings a **unique affinity for the human form**, which is a constant in his work. He is interested in exploring what it means to inhabit one, often **exaggerating or distorting** different **aspects of the form to reveal an emotional or physical situation**, or to tell a story about a predicament or an occurrence. Limitation and potential are as human as the flesh, yet hardly as tangible. In his works, this interaction is rendered visible. A rising star, Emil has exhibited widely in the US and in London.

Finally, Philadelphia-based artist **Jaime Treadwell** (*Ed.: please note spelling*) finds pleasure merging conflicting imagery, design, and color, using vivid cheerful colors to masquerade or obscure the realities within his paintings. **Recent works suggest gypsy-like carnival communities** isolated from others, prepared to travel, re-settle, and re-create their own versions of utopia. Treadwell fuses **imagery from various time periods and cultures to construct a communal habitat for religious icons, fairies, cherubs, nymphs, dancers, and prostitutes that appear to live in a world of harmony.**

#### IMAGE LIST:

### **Jordan Eagles**

#### **URTSBC4**

Blood, copper preserved on plexiglass, UV resin  
36 x 36 x 3 inches



- [PRINT](#) / [WEB](#)

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#### **FKTS23**

Blood, copper preserved on plexiglass, UV resin  
60 x 48 inches



- [PRINT](#) / [WEB](#)

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## Jaime Treadwell

### God, Gold and Guns

oil on panel, 48 x 30 inches



- [PRINT](#) / [WEB](#)

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### The Second Coming

oil on panel, 30 x 48 inches



- [PRINT](#) / [WEB](#)

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## Jong Seok Yoon

### To Live

acrylic on canvas  
47.2 x 47.2 inches



[WEB](#)

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## Koh Sang Woo

### Musical Inspiration III

Chromogenic print acrylic face mounted on aluminum  
40 x 30 inches



[WEB](#)

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## Emil Alzamora

### Venus of Venus

Gypsum and auto paint

20 x 22 inches

Unique



[WEB](#)

*Patrajdas Contemporary celebrates creative excellence in contemporary fine art, objects and design. We are focused on conceptual, rigorous, and innovative work, and are committed to nurturing the achievements and evolution of emerging and established contemporary artists in all media. The gallery embraces the artist who challenges conventional expectation in concept or design yet excels in formality, technical expertise, craftsmanship, and originality.*

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