



**La Pera
Projects**



NeueHouse

FOR IMMEDIATE RELEASE

**LA PERA PROJECTS PARTNERS WITH NEUEHOUSE MADISON SQUARE TO LAUNCH
“TRANSITIONS”**

The month-long arts program will feature work by artists Edoardo Cozzani, Kyoko Hamaguchi, Jean Oh, and Johanna Strobel; opens March 20th

NEW YORK (February 26, 2021) - La Pera Projects is pleased to have partnered with NeueHouse to launch a one-month arts program called “Transitions” with the aim to support and showcase international emergent talent from NYC. The artists’ residency will take place at NeueHouse Madison Square, and culminate with a three-week exhibition of the artwork created in the studios provided by NeueHouse. Framed under the idea of *transition*, the curatorial theme is an attempt to materialize and reflect the current times we live in, from the angle of the infinite possibilities brought by creativity.

Alongside the work of guest curator Edoardo Cozzani (Italy), we are presenting artists Kyoko Hamaguchi (Japan), Jean Oh (USA), and Johanna Strobel (Germany), all in a joint conversation revolving around the concept of transition through the lens of creativity. The works presented by the four participants deliberate on the idea of time and adaptability to the new—the constant flux of reshaping personal and collective ideas that occur in the name of progress.

How are we grappling with upheaval? How is recreation prompted by discomfort? How are we seeking control in disorder? These are the questions we ask ourselves while moving through moments of transition.

Everyone is welcome to the opening of this exhibition on the ground floor at NeueHouse Madison Square on Saturday March 20th. RSVP will be necessary to attend this event.

Edoardo Cozzani (b.1993 Rome, Italy) will present his most recent land-art photo-based project initiated during a trip to Mexico this past December. The new series is a continuation of his latest project of the American Desert during the summer of 2020. As a performer in nature, in this series, Cozzani explores the sculpting possibilities of aluminum foil interacting not only with the earthy landscape but also with water, in the canals outside of Mexico City and inside the tunnels of a cenote in the Yucatán peninsula.

Reworking the negatives of the photographs by creating chemical reactions between the minerals in the local water, onto which the sculptures were floating, and the exposed films, the artist continues with his research, expanding the possibilities of sculpting materials into the field of photography. It is now the latter, that condenses those physical traces of land art, and the act, a performance itself. In



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his work, Edoardo Cozzani seeks to engage with space to expose the juxtaposition between elements from the urban and the earth, while showing the transition of the natural into man-made.

Jean Oh's (b. 1993 New York, USA) paintings act as a constant reminder and tremor of the personal and social sense of instability. By presenting minor delicate disturbances through off-balanced compositions, the artist and the viewer cannot escape a reality that is subjected to social norms. For the artist, placing unrelated abstract and figurative elements together is an act of subtle disruption. "I press hard, the lines tremble. They are scribbled furiously and carelessly as I am lining and relining the edges of a clear primed canvas. A canvas frame, seemingly crooked, creates confusion and provides a setting for the awkwardness."

In her work, Jean Oh focuses on the sensitive state of an inescapable constant disturbance. At NeueHouse, Oh will create new work connecting sewing and painting, while cutting out and re-attaching her fabric bursts.

Johanna Strobel is an interdisciplinary artist living and working in Munich and New York City. Informed by her background in Information Science and Mathematics, Johanna's work explores unwieldy concepts like language, perception of time and space, as well as the possibilities of creation, attribution or suspension of meaning, the construction of subjectivity and objecthood, and their everyday perception and precipitation in mundane life. Johanna processes her ideas logically through methods like repetition, recursion, and modularity, and associatively through humor and personal memories.

Working in a variety of media including video, installation, painting, and sculpture, for the program, Strobel will be further expanding a recent series of kinetic sculptures exploring time perception.

Kyoko Hamaguchi (b. 1989 Tokyo, Japan) is an interdisciplinary artist living and working in New York. The split between her upbringing in Japan and her life in New York informs her work. The artist is interested in the fluidity that results from displacement in time and space. The ease with which people and ideas move through the world enables them to interact with each other to form new identities and notions of home. Being an immigrant, Hamaguchi feels herself changing depending on where she stands or fits in and according to the language, culture, and people circulating.

Although her work takes form in many different materials including photography, sculpture, and installation, she is constantly searching for ways to invent transient images and shapes by utilizing communication systems and tools in society that reflect her ever-shifting perspective. At the arts program, Hamaguchi is exploring the possibility of bringing home life into a public space.



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ABOUT TRANSITIONS

Opening: Saturday, March 20, 12:00pm - 6:30pm

Exhibition dates: March 20 - April 16, Monday to Friday, 8am to 8pm

Organized by: La Pera Projects & NeueHouse

Guest curator: Edoardo Cozzani

Artists: Edoardo Cozzani, Kyoko Hamaguchi, Jean Oh, and Johanna Strobel

Location: NeueHouse Madison Square, 110 E 25th, New York, NY 10010

ABOUT NEUEHOUSE

NeueHouse ('Home of the New') is a private work and social space for creators, innovators and thought leaders. With iconic buildings, timeless design, thought-provoking cultural experiences and elevated hospitality, NeueHouse has reimaged the ideal environment for creative performance and progress. NeueHouse is a curated community of original thinkers at the intersection of culture and commerce, whose work is defining the fields of design, publishing, the arts, entertainment and philanthropy. With two locations in Los Angeles and one in New York, NeueHouse is the pre-eminent place to work, create, collaborate and be inspired.

www.neuehouse.com/introducing | @neuehouse | #homeofthenew

ABOUT LA PERA PROJECTS

La Pera Projects is the first mobile art collecting platform that uses WhatsApp as its main sales and presentation channel. Every two weeks we showcase a special curated collaboration with both emerging and established artists. We introduce their practice and offer a selection of unique works for sale, priced below \$600. For artists, La Pera Projects is an alternative sales platform, and for our Collectors Circle, it is a place where they can learn about and purchase unique works at affordable prices. Our core mission is to inculcate a passion for collecting contemporary art among the young generations by creating a more accessible art world.

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