

FOR IMMEDIATE RELEASE

PROJECT GALLERY

Rachel Perry Welty

May 24 – July 6, 2012

Opening Reception Thursday, May 24, 6-8pm



Yancey Richardson Gallery is pleased to present a project gallery exhibition of photographs by Rachel Perry Welty. In her fourth solo exhibition with the gallery, Welty presents a series of commissioned photographs that originally appeared in the December 2011 issue of *Vogue* magazine. Using patterns designed by top clothing labels, Prada, Balenciaga, Alexander Wang, Nicholas Kirkwood, and Givenchy, Welty stages self-portraits repurposing luxury goods carefully selected by *Vogue* editors.

The photographs are based upon her series *Lost in My Life*, which utilizes ordinary detritus such as fruit stickers, price tags, receipts and twist ties collected by the artist to create immersive environments. With *Lost in My Life*, Welty comments on what she calls the “business of living”, the cycle of purchasing, collecting and eventual purging that makes up our day-to-day existence.

In contrast, the use of someone else’s material excess makes the *Vogue* work a conceptual departure from the *Lost in My Life* series. Welty was allotted a team of assistants, headed by Fashion Editor Elissa Santisi, who executed in two days what would normally be a multi-month project. Emulating Warhol’s “factory” style of working, Welty felt the extravagance of having such assistance while retaining the freedom to add her own idiosyncratic style to a fashion magazine spread. In *Prada*, Welty has created a floral wall and floor covering using the pattern of the designer’s new spring golf bag. Welty barely reveals her own placement in the photograph as she hides her head within the subject matter. The lines of the designer’s jacket, the artist’s hair and her own hands are the only things that distinguish her from the luxury brand’s design in which she is engulfed.

Born in Japan in 1962, Rachel Perry Welty lives and works in Gloucester, Massachusetts. Her solo museum exhibition, *24/7*, opened at the DeCordova Museum and Sculpture Park in 2011 and is currently on display at the Zimmerli Museum, New Brunswick, NJ, through July 2012. Her video “Karaoke Wrong Number” is currently on view at the Institute of Contemporary Art, Boston. Welty’s work has also been exhibited at The Drawing Center, New York, the DeCordova Museum and Sculpture Park, the Krannert Art Museum and the Museum of Fine Arts, Boston.

For visuals, please contact Maggie Waterhouse at mseidel@yanceyrichardson.com

UPCOMING SHOWS:

tête-à-tête, curated by Mickalene Thomas – July 12 – Aug. 31, 2012

Laura Letinsky: *Ill Form & Void Full* – Sept. 6 – Oct. 13, 2012

Jitka Hanzlova: *Forest* – Oct. 18 – Nov. 24, 2012