

**FOR IMMEDIATE RELEASE****California Cool:** Marmol Radziner, Adam Silverman, Geoff McFetridge

February 18 – March 18, 2011

Opening Reception Friday, February 18<sup>th</sup>, 6:30 – 9pm.

**PEEL** is pleased to announce a small survey of California Modernism. The exhibition features the work of celebrated architecture firm, Marmol Radziner and artists Adam Silverman and Geoff McFetridge.

Los Angeles architecture and design firm Marmol Radziner first gained a great deal of attention in 1999 with its high-profile restoration of the 1946 Richard Neutra Kaufmann house. In 2004, Marmol Radziner was named Firm Of The Year by the American Institute of Architects California Council. Recently, they have given attention to miniature constructions including furniture, lighting, and jewelry. It was a natural extension for the firm to develop each division, with in-house workshops known for exquisite quality and detail. Marmol Radziner's furniture includes new designs by the firm as well as faithful reproductions of R.M. Schindler designs from the 1920's. The pieces relate directly to architecture, using honest materials including redwood, glass, bronze, teak, and stainless steel with vintage and weathered upholstery. The firm's jewelry line is inspired by buildings. This wearable architecture is made of leftover building materials found in their workshops. Each piece is handcrafted from solid bronze, some with perforated pattern and some left plain. They are designed to evolve over time in response to the wearer.

Geoff McFetridge is a graphic designer and visual artist based in Los Angeles. He was born in Calgary, Canada and received his BFA from the local Alberta College of Design. Geoff continued his education at California Institute of the Arts in Los Angeles, receiving his MFA in 1995. The breadth of Geoff's work covers designs for magazines, posters, t-shirts, textiles, motion graphics and advertising as well as film production. Paintings have been an important part of his latest exhibitions. In all but a few instances the paintings were on panels and were elements within large installations, whereas his newest works are all on canvas and stand alone. In technique they are closely related to previous paintings, but the subject matter comes more out of drawing and works on paper featuring flat figures and muted tones. In those ways these paintings are a convergence of many years of technical and conceptual work that had previously been developing independently.

Adam Silverman is an artist, potter and Studio Director at Heath Ceramics in Los Angeles. Purposefully walking the line between ugliness and beauty, Silverman seeks out exotic glazes and kilns that leave mottled colorations, ashy residue and scars, as well as lava-like surfaces that he

grinds down to expose bubbles underneath. Anybody can make something ugly," he explains, "and that's not interesting. But sometimes beauty is not enough." Silverman's craft is based in ancient pottery techniques, but his modern yet primitive vessels provide the perfect counterpoint to sleek design. Inspired by the spectacle of matadors and bulls, Adam Silverman's new works merge "beauty with ugliness, elegance and violence." With a focus less on function and more on investigative and experimental works, Silverman leads the way in custom and design-focused ceramics. Recently working with architect Nader Tehrani, the duo created "Boolean Valley," a 400-piece site-specific installation comprised of cobalt blue clay objects based on the Boolean logic principle. Boolean is a math term for rationalizing two or more sets, such as what search engines do when seeking a phrase on the Web.

California Cool is curated by Garrett Hunter and PEEL. For this exhibition, PEEL is pleased to be partnering with Domy Books. More information is available online at [www.peelgallery.org](http://www.peelgallery.org)