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GEMINI G.E.L. <sup>AT</sup> JONI MOISANT WEYL

**FOR IMMEDIATE RELEASE**

**ART ON COLOR**

On view June 5 through September 13, 2014 at **Gemini G.E.L. at Joni Moisant Weyl**, **ART ON COLOR** is an exhibition that turns the average art presentation on its ear. The gallery has called on architects Peter Stamberg and Paul Aferiat, partners of the Manhattan firm **Stamberg Aferiat + Associates**, to design and create something, if not revolutionary, certainly unusual in the realm of contemporary galleries: artworks, drawn from the Gemini G.E.L. archive, installed on walls painted in dramatic colors.

Architects of the Gemini at Joni Weyl gallery, Stamberg Aferiat + Associates have received accolades for their Shelter Island Pavilion and their vibrant redux of The Saguaro hotels in Palm Springs and Scottsdale. Besides architectural finesse, these structures highlight an unusual and highly effective use of bold color, without overpowering the architecture.

Some of the artists SA+A have chosen for the *Art on Color* exhibition include **John Baldessari, Ann Hamilton, David Hockney, Ellsworth Kelly, Roy Lichtenstein, Man Ray, Brice Marden, Robert Rauschenberg, James Rosenquist** and **Joel Shapiro**. The palette for the walls is a range of oranges, yellows and greens. "The colors we are using are colors when in proximity to one another help to create light. The rooms will feel buoyant with the art," said Aferiat. "But," added Stamberg, "we reserved one wall for white. It's always important to know where to start and where to stop with color."

One of the artists included in the exhibition, David Hockney, has been a friend and a significant influence on the Stamberg Aferiat partners throughout the years of their practice. He once advised them to study Matisse's process of building up color, and they have referred to Matisse over and over in their projects. Moreover, several years ago Hockney pointed out to them that when you look at art on a white wall, the first thing you see is the frame, but when you look at a work on a wall with color, the first thing you see is the art. That observation inspired this exhibition, and **ART ON COLOR** proves the point.

An opening reception will be held on Thursday, June 5, 2014 from 6 pm – 8pm. For additional information and visuals please contact Jessica Krueckeberg at (212)249-3324 or at [gemini@joniweyl.com](mailto:gemini@joniweyl.com).