MIDCENTURY WOW!

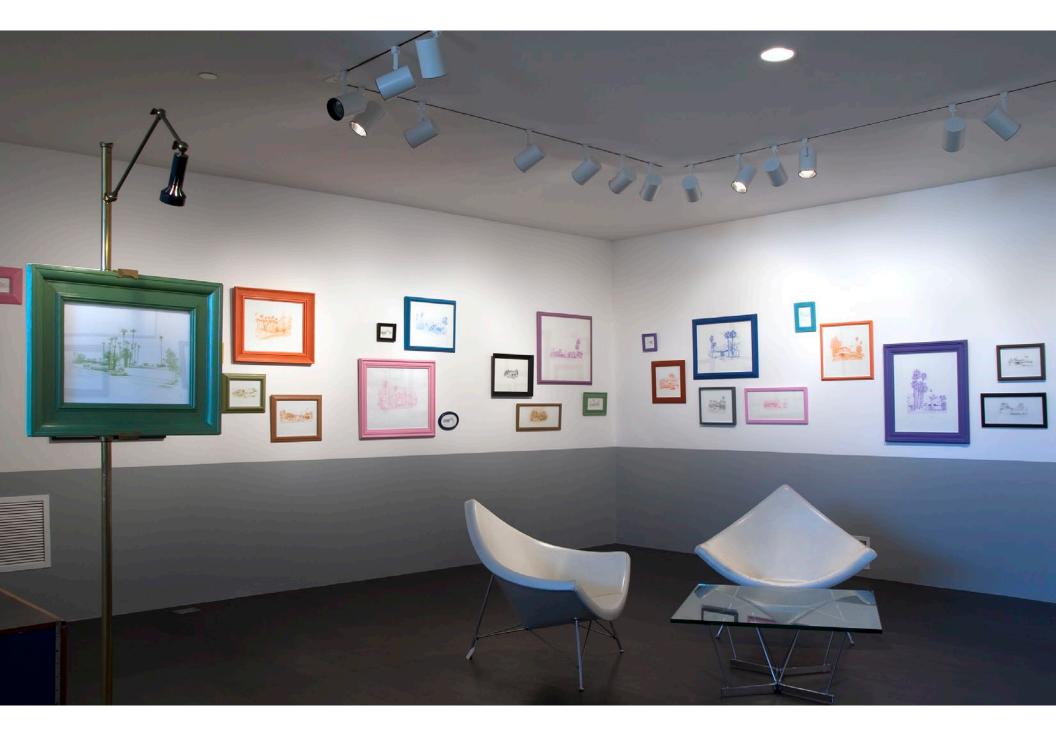
Penelope Gottlieb October 16, 2009 For nearly a decade, Gottlieb has been producing a series of works addressing the archetypal American dream of home ownership, examining the roles of houses as status symbols, markers of class identity, and focal points of desire. Her colored-pencil drawings catalogue frontal views of Southern California's domestic architecture. The storybook house, the track home, the bungalow, and numerous other familiar faces are indexed in Gottlieb's artistic response to the complex and evolving narrative of real estate in America.

For *Midcentury WOW!* Gottlieb's inspiration stemmed from the myriad homes found in Coachella Valley real estate advertisements in various local newspapers featuring the Midcentury modern architecture and its aesthetic variations that signify the crisp, clean desert minimalist lifestyle as well as iconic gems signature to the area such as the Albert Frey Home bequeathed to the Palm Springs Art Museum by the architect upon his death. The salon style presentation will include such renowned gems as the Elizabeth Taylor Estate and the Alexander Home.

To create these encoded and layered variations on the real estate marketing theme, Gottlieb scours newspaper ads, seizing on the minute photographs of houses published there, with their uniform camera angles and hyperbolic advertising phrases ("Exceptional Feng Shuil," "Shangri- La Personified!"). In these advertisements, Gottlieb sees a variation of forms on the same meaning, revealing a system of relationships; a syntax. Selecting houses from these advertisements as source images, the artist creates finely detailed monochromatic drawings, with an atmospheric, dream-like density. These drawings are then matched with vintage frames Gottlieb considers "fixer-uppers," which she then elaborately "refurbishes" and paints to match the correlating drawing. Intensified by larger transformations in the contemporary perception of home ownership, her work reflects on a subject at once firmly planted in our collective unconscious, and yet proven more fragile now than we ever imagined.

Penelope Gottlieb was born in Los Angeles and grew up next to the infamous housing development, Mt. Olympus. She received her BFA from Art Center College of Design and her MFA from UC Santa Barbara. Her work has been exhibited in numerous venues including the Krannert Art Museum, Otis Ben Maltz Gallery, Michael Kohn Gallery, Contemporary Arts Forum Santa Barbara and the Nathan Larramendy Gallery. Public collections include the Los Angeles County Museum of Art, 21c Museum, the Drawing Center New York, the Chicago Art Institute and numerous corporate collections including the Fannie Mae Corporation. Her most recent exhibition of this series was called *NO \$ DOWN* and showed from January through March this year at Kim Light/Lightbox in Los Angeles. The show was widely written about in Artillery Magazine, Los Angeles Times, and Art Ltd.

After showing at HJFA, Gottlieb will be featured in a show at the Nevada Art Museum in January 2010.





Estate of Distinction, 2007, Colored pencil on paper, 16 3/4 x 16 3/4 in.





Crème de la Crème, 2009, Colored pencil on paper, 5 x 7 in.





Can We Talk Pride Of Ownership Here?, 2009, Colored pencil on paper, 5 5/8 x 6 5/8 in. ³⁶²⁶



Needs Your Finishing Touches, 2009, Colored pencil on paper, 6 5/8 x 6 5/8 in. $^{\rm 3626}$



Truly Stunning, 2009, Colored pencil on paper, 14 1/2 x 17 1/2 in.





Your Vision Realized, 2009, Colored pencil on paper, 10 x 12 3/4 in. ³⁶³⁰



Live Better, 2009, Colored pencil on paper, 13 3/8 x 16 3/8 in. $^{\rm 3631}$



An Oasis In The Desert, 2009, Colored pencil on paper, 21 1/4 x 25 1/4 in. ³⁶³²



Live The California Lifestyle, 2009, Colored pencil on paper, 15 x 17 in. 3633



Where The Living Is Easy!, 2009, Colored pencil on paper, 21 1/2 x 24 5/8 in.



Prepare To Be Wowed, 2009, Colored pencil on paper, 15 3/4 x 15 3/4 in. 3635



Almost Completely Remodeled, 2009, Colored pencil on paper, 9 7/8 x 22 in. ³⁶³⁶



Upscale Desert Retreat, 2009, Colored pencil on paper, 30 x 26 in. $$_{
m 3637}$$



Repo, 2009, Colored pencil on paper, 23 x 29 in. ³⁶³⁸





Destined For Distinction, 2009, Colored pencil on paper, 12 1/2 x 12 1/2 in. 3640



This Place Will Knock Your Socks Off!, 2009, Colored pencil on paper, 5 1/4 x 5 3/4 in. $^{\rm 3641}$



Hot Deal!, 2009, Colored pencil on paper, 6 x 8 in. ³⁶⁴²



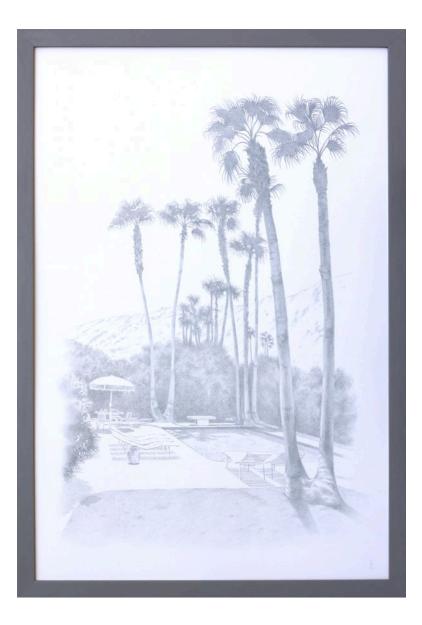
The Dream, Design and Creation, 2009, Colored pencil on paper, 11 x 13 in. $$_{
m 3643}$$



Stunning Former Model, 2009, Colored pencil on paper, 15 x 18 in. ³⁶⁴⁴



Modern Marvel, 2009, Colored pencil on paper, 14 1/2 x 17 in. $^{\rm 3645}$



Desert Cool, 2009, Colored pencil on paper, 38 x 26 in. ³⁶⁴⁶





Why Wait?, 2009, Colored pencil on paper, 11 $1/2 \times 13 1/4$ in.



Endless Summer, 2009, Colored pencil on paper, 9 5/8 x 7 5/8 in. 3649



Let's Make A Deal!, 2009, Colored pencil on paper, 13 x 13 in. ³⁶⁵⁰



Desert Lifestyle, 2009, Colored pencil on paper, 22 x 28 in. $$_{3651}$



For Sun Lovers Only!, 2009, Colored pencil on paper, 19 3/8 x 24 1/4 in. ³⁶⁵²



Desert Princess, 2009, Colored pencil on paper, 13 3/4 x 16 3/4 in. 3653



It's A Mod World!, 2009, Colored pencil on paper, 17 1/4 x 20 1/4 in.



Amazing Rear Yard, 2009, Colored pencil on paper, 26 3/8 x 28 1/4 in. $^{\rm 3655}$



Big, Beautiful & Ready, 2009, Colored pencil on paper, 31 x 44 1/4 in.



Enjoy The Best, 2009, Colored pencil on paper, 9 x 9 in. 3657



Bank Repo, 2009, Colored pencil on paper, 4 3/8 x 6 in.



Priced Aggressively, 2009, Colored pencil on paper, 13 1/4 x 15 1/4 in. 3659



Room To Roam, 2009, Colored pencil on paper, 11 x 13 in. ³⁶⁶⁰



Mini Ranch For The Weekend Farmer, 2009, Colored pencil on paper, 14 1/4 x 14 1/4 in. $^{\rm 3661}$



Mid Century Gem, 2009, Colored pencil on paper, 40 $1/2 \times 28 \times 1/2$ in. ³⁶⁶²



Penelope Gottlieb

Lives and works in Santa Barbara, CA

EDUCATION:

BFA Art Center Collage of Design, Pasadena, CA. MFA University Of California Santa Barbara, CA.

SOLO EXHIBITIONS:

- 2010 No \$ Down, Nevada Museum of Art, Reno, NV (January 2010)
- 2009 *Mid Century Wow*, Heather James Fine Art, Palm Desert, CA *No \$ Down*, Lightbox Gallery, Culver City, CA.
- 2006 Trans Ethnic, Nathan Larramendy Gallery, Ojai, CA
- 2004 *Reading Faces*, Michael Kohn Gallery, Los Angeles, CA. *Reading Faces*, Contemporary Arts Forum, Santa Barbara, CA.
- 2003 *The Portrait Under Surveillance*, Contemporary Arts Forum, Santa Barbara, CA.
- 2000 Home, Contemporary Arts Forum, Santa Barbara, CA. Juried by Ann Philbin, UCLA Armand Hammer Museum
- 1999 Deconstructing the Gaze, University of Calif. Santa Barbara,

GROUP EXHIBITIONS

- 2009 Because We All Like Flowers, Peggy Phelps Gallery, Claremont Graduate University
- 2009 Draw The Line, Laura Schlesinger Gallery, Santa Monica, CA
- 2008 Blown Away, Krannert Art Museum, University of III. Nature Morte/Dead Nature, Rohrer Gallery, CA Looky See, Ben Maltz Gallery, Otis Art Institute, CA Small Images, Atkinson Gallery, Santa Barbara, CA.
- 2007 Pulse, London with Nathan Larramendy Gallery, Ojai, CA Pulse, NY with Nathan Larramendy Gallery, Ojai, CA Pulse, Miami with Nathan Larramendy Gallery, Ojai, CA
- 2006 Affair @ The Jupiter, Portland, OR. with Nathan Larramendy Gallery, Ojai, CA Armory Show NY with Michael Kohn Gallery, Los Angeles, CA.

draw, scissors, paper, Domestic Setting, Los Angeles, CA. *Conceptual Stunt Double*, Off Axis, Santa Barbara, CA *Explorations*, Edward Cella Art + Architecture, Santa Barbara, CA

- 2005 The Armory Show NY with Michael Kohn Gallery, Los Angeles, *North by Northwest*, Hunsaker/Schlesinger Gallery, Bergamont Station, Santa Monica, CA
- 2004 The Armory Show NY with Michael Kohn Gallery, Los Angeles, CA.
- 2003 *The Great Drawing Show*, Michael Kohn Gallery, Los Angeles, *Women Without Borders*, University of Calif. Santa Barbara, *Dialogue*, University of Calif. Santa Barbara, Santa Barbara, CA.
- 2002 FORMulations, Contemporary Arts Forum, Santa Barbara, CA
- 2001 The Home Plate Project, Contemporary Arts Forum, Santa Barbara, CA.
- 2000 Combo Platter, Contemporary Arts Collective, Las Vegas, NV.
- 1999 Women Without Borders, Contemporary Arts Forum, Santa Barbara, CA.
- 1999 *Site Work 1*; The University Museum Without Walls, University of Calif. Santa Barbara Museum, Santa Barbara, CA.

LITERATURE:

- 2009 Allison Gibson, art Itd. Magazine, *No \$ Down at Kim Light/Lightbox* Tuckerneel, Artillery Magazine, *Penelope Gottlieb at Kim Light* Sasha Bergstrom-Katz, Artslant, *Prime Real Estate*
- 2008 Leah Ollman, Los Angeles Times, *Around the Galleries* Madeline Harmon, Los Angeles Loyolan, *Take a look-see at Looky See* Cynthia Valdez, THE Magazine, *Looky See: A Summer Show*
- 2006 Josef Woodard, Art Week, *Trans-Ethnic* Peter Frank, Art On Paper, *Draw, Paper, Scissors* Leah Ollman, Los Angeles Times, *What this Group Can Do with Paper* Josef Woodard, Santa Barbara News Press, *Trans-Ethnic*
- 2005 Laurence Rickels, artUS Magazine, The Portrait Under Surveillance
- 2004 Leah Ollman, Los Angeles Times, *In the Thick of Things* Josef Woodard, Santa Barbara News Press, *Facing the Facial Music*
- 2003 Joan Crowder, Santa Barbara News Press, *What Makes a House a Home?* D.J. Palladino, The Independent, *Pride of Ownership*
- 2002 Erika Brandvik, City Life, Las Vegas, Art For Arts Sake

AWARDS:

- 2004 Abrams Prize
- 2003 UCSB Humanities Center Visual, Performing and Media Award Abrams Prize
- 1998 William Dole Memorial Grant
- 1993 Emmy: Motion Picture Title Design "Generations", NBC

PUBLIC COLLECTIONS:

21c Museum, Louisville, KY Los Angeles County Museum of Art The Drawing Center, New York Fanny May Corporation Chicago Art Institute

HEATHERJAMES

45188 Portola Avenue Palm Desert, CA 92260 760-346-8926 www.heatherjames.com