



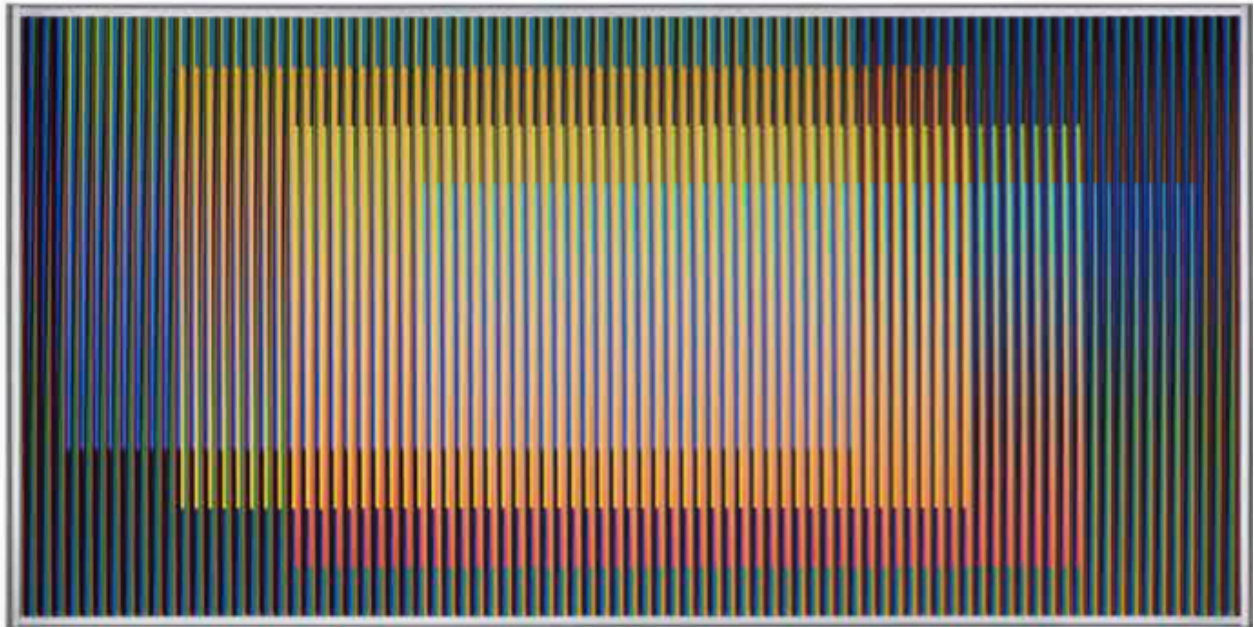
Press Release

## **Puerta Roja Presents the First Gallery Exhibition by Carlos Cruz-Diez in Hong Kong**

*Carlos Cruz-Diez: Mastering Colour*

18 March - 25 May, 2017

HKAGA "Art Gallery Night": Monday 20, March, 6pm – 8pm



*Physichromie 1920, 2014, Chromography on aluminium, 50 x 100cm*  
© Atelier Cruz-Diez Paris. Courtesy Puerta Roja

**FEBRUARY 27, 2017 – HONG KONG:** [Puerta Roja](#) is delighted to present *Mastering Colour* - the first solo gallery exhibition in Hong Kong by Franco-Venezuelan artist, Carlos Cruz-Diez. Hailed as one of the founders of the Op-Art and Kinetic movements of the 1950s, Cruz-Diez is part of more than 60 major museum collections worldwide and has been well appreciated in the Asia Pacific region since the 1980s, showcasing significant public commissions and exhibitions in Australia, China, Japan, South Korea and Taiwan.



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With *Mastering Colour*, Puerta Roja, introduces some of the most refined works by the artist to the region, capturing over six decades of tireless research into colour, line and perception, as well as experimentation with new materials and technologies.

Described as a “master of visual effect, a creator of art with connections to many movements and ‘isms’” by the Wall Street Journal, Carlos Cruz-Diez has had a profound influence on artists around the world, including Chinese performance artist and photographer [Liu Bolin](#). Recent large-scale grid structures from his celebrated *Physichromie* series, which Cruz-Diez began in 1959, seemingly depict a flat surface of vertical bands rendered in a contrasting palette and arranged with mathematical regularity into multiple geometric planes. As the viewer moves around the works, their colour dissolves and radically oscillates from one chromatic range to another, generating new ranges of colour not present, but based on individual visual perception. Yet behind the spectacle and ethereality of the works lies rigorous scientific research and painstaking method. Each structure is carefully designed to create what Cruz-Diez calls a “light trap” in a space where a series of colour frames interact and transform each other as they are seen from different angles.

Like *Physichromie*, other influential series on show at Puerta Roja, such as *Induction Chromatique* and *Couleur Additive*, can be seen as live experiments that create an infinitely evolutionary situation of additive, reflective, inductive and subtractive colour. The destabilisation of the eye in Cruz-Diez's work serves a dual purpose. On the one hand, it sets out to explore the physical effects of colour on the viewer, transforming their experience of art from passive into active. On the other hand, it encourages the viewer to experience colour as equivocal and continually changing, much as it is experienced in nature.

Commenting on the works that will be on exhibition at the gallery, **Cruz-Diez says:** “I speak about realities not to imitate them but to provoke them. The *Physichromies* are an invention to express myself with the delight of a painter in action, in which ‘the making of the painting’ can be observed, stripped from traditional concepts and techniques. The colour that reaches the eyes has been painted and remains suspended in time; my pieces, on the contrary, confront viewers with colour created in the instant, in real time.”

*Carlos Cruz-Diez: Mastering Colour* will also feature a site-specific installation and interactive elements that will further challenge the visitors' experience of colour and perception.

“We are honoured not only to have this exhibition for one of the most influential artist of the 20th century at Puerta Roja, but also present his iconic oeuvre to the Hong Kong audiences, strengthening our programming to further enhance the awareness of Latin-American contemporary artists in the Asia-Pacific region” **says Adriana Alvarez-Nichol, Founder of the gallery.**



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The exhibition opens to the public on 18 March and will be celebrated on 20 March as part of the [Hong Kong Art Gallery Association](#)'s "Art Gallery Night" in conjunction with [SOHO 189 Art Lane](#), which brings together [Leo Gallery](#), [Galerie Huit](#), [Pearl Lam](#) and [Puerta Roja](#). Since its grand opening during Art Basel week in March 2015, SOHO 189 Art Lane has become one of the city's most exciting and diverse art destinations for local and international collectors as well as the general public. *Mastering Colour* runs through May 25, as a special project of Le French May programme.

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#### NOTES TO EDITORS:

##### About the artist

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Franco-Venezuelan artist Carlos Cruz-Diez (b. 1923, Caracas, Venezuela) has dedicated his life to the research of colour, lines and perception and is hailed as one of the precursors of the Optical and Kinetic art movement from the 1950s. Since Cruz-Diez's first solo exhibition in Caracas in 1947, his participation in MoMA's polemical 1965 show of then-new Op Art movement and his 1970 representation of Venezuela at the Venice Biennale, Cruz-Diez has had hundreds of exhibitions and retrospectives around the world.

Cruz-Diez' work is part of more than 60 museums worldwide including, amongst others, MoMA (USA); Tate Modern and the Victoria and Albert Museum (UK); Centre Georges Pompidou and the Musée d'Art Moderne de la Ville de Paris (France); Kunstmuseum (Switzerland); Wallraf-Richartz Museum (Germany); The Museum of Contemporary Art (Sydney) and the National Taiwan Museum of Fine Arts (Taiwan). Recent touring shows include *Circumstance and Ambiguity of Colour* which was presented in major museums across China between 2013 and 2014, as well as the ground-breaking exhibition *An Imagined Museum: works from the Centre Pompidou*, Tate and Museum fur Moderne Kunst, which can be seen at Centre Pompidou-Metz through 27 March 2017. In Hong Kong, his work can be appreciated as one of the most important pieces within the UBS Art Collection.

The artist has also executed numerous large-scale public projects and architectural interventions around the world, including those in *Transchromie Washington* in Covington & Burling LLP Hall Building in Washington, D.C; *Cromovela* in the Republic of Panama; *Chromatic Induction* in a Double Frequency at Marlins Ball Park, Miami, USA; *Fisicromía para Madrid* in Parque Juan Carlos I, Madrid, Spain; *Physichromie Double Face* in Olympic Park, Seoul, South Korea; *Plafond Physichromie* in Saint-Quentin-en-Yvelines, France; *Ambientación Cromática* at Raúl Leoni Hydroelectric Plant, Guri, Venezuela; and *Environnement chromatique* at UBS headquarters, Zürich, Switzerland.

Over the course of his career, Carlos Cruz-Diez has received many prestigious awards including the International Prize for Painting at the IX Sao Paulo Biennial. He was bestowed as Commander of the Order of Arts and Letters and Officer of the National Order of the Legion of Honour in France. He also received an honorary Doctorate by the Universidad Central of Venezuela. In 2014 he was guest of honour at the Royal Academy of Arts and the following year he was awarded the Turner Medal in London. In 2016 he received the International Trebbia Award in Prague, and he is the SCAD deFINE ART 2017 Honouree.

##### About Puerta Roja

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Since its foundation in 2010 by Adriana Alvarez-Nichol, [Puerta Roja](#) has pioneered the promotion of established and emerging contemporary artists from Latin American and Spain in the Asia-Pacific region.



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Located in [SOHO 189 Art Lane](#) - Hong Kong's new art district in Sai Ying Pun - Puerta Roja prides itself as being at the forefront of the development of the local contemporary art scene as well as having a growing impact on the regional art ecosystem. Under the leadership of Alvarez-Nichol, who is also a founding Board member and Vice President of the [Hong Kong Art Gallery Association \(HKAGA\)](#), Puerta Roja collaborates with a wide network of renowned dealers from Latin America, Asia and Europe, and participates in the top international art fairs in Hong Kong, Indonesia, Taiwan, Sydney and Korea. The gallery invests in the primary market, arranges for commissions, sources specific mandates and intermediates in the secondary market, primarily between Asian and Latin American private collectors.

#### Media Contact

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