

# STOREFRONT FOR ART AND ARCHITECTURE

## FOR IMMEDIATE RELEASE

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## Remapping

Warren Neidich

**September 14 - October 14, 2002**

New York and Los Angeles-based artist Warren Neidich explores the complex relationships between architecture, film and photography in the urban environment. In the Storefront gallery, Neidich will exhibit for the first time in New York the complete work "Remapping," a series of 10 foot long digitally collaged photos of a typical building with a mirrored façade in Los Angeles. A term borrowed from neurobiology, "Remapping" is a process by which one part of the brain takes over the function of an adjacent, debilitated one. In Neidich's work it functions as an analogy for the way that information, via the narrative of film, has been increasingly mapped onto the built environment and changed the way the individual experiences time and space. In his opinion these reconfigured relations have implications for the way that the brain processes information resulting in what he refers to as the "mutated observer".

Neidich will also perform an "intervention" on the Storefront façade (designed by Vito Acconci and Steven Holl, 1993). By affixing stainless steel panes to the inside and outside of four vertically rotating panels, he will transform the façade into a large-scale perspectival device reflecting moving images of the street into the gallery and images of the gallery out onto the street. Visitors will be encouraged to adjust the angles of the doors, allowing them to manipulate the building / work of art and its optical effects.

Warren Neidich spends his time between New York and Los Angeles. In 2002 Neidich has had one man exhibitions at the MullerdeChiara Gallery in Berlin and Edward Mitterand Gallery in Geneva. Later this year he will exhibit at The California Museum of Photography in Riverside, California. His collected writings entitled "Blow-up, Photography, Cinema and the Brain" with an introduction by Norman Bryson will be published in the fall of 2003 by DAP and the California Museum of Photography in conjunction with the Ford Foundation. Artbrain.org #2, the website he co-founded concerning art, culture and the brain, was launched last June at the Basel Art Fair in Switzerland. He is also currently a participating artist in the New Views Dumbo studio program sponsored by the Lower Manhattan Cultural Council.

Founded in 1982, Storefront for Art and Architecture is a nonprofit organization committed to the advancement of innovative positions in art, architecture and design.

### For more information:

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### Gallery Hours:

Tuesday – Saturday, 11am - 6pm

### Directions:

Storefront is located at 97 Kenmare Street between Mulberry Street and Cleveland Place near Lafayette Street.