

HIONAS GALLERY

For Immediate Release

LORETTA MAE HIRSCH

INFINITE DESIRE

INAUGURAL EXHIBITION OF HIONAS GALLERY IN TRIBECA

June 10 - July 8, 2011

Opening reception: Thursday, June 9, 6-8 PM



Girl With Beast (2010), pen and ink on paper *Bound by Desire* (2011), oil on canvas

New York, NY (May 25, 2011) - Hionas Gallery in TriBeCa proudly presents *Infinite Desire*, an exhibition of new paintings and drawings by southern gothic artist Loretta Mae Hirsch. This is Hirsch's first solo exhibition with Hionas Gallery, the storefront exhibition space operated by contemporary art collector and fitness guru Peter Anthony Hionas.

Infinite Desire includes Hirsch's large-scale "Bound" nude self-portraits, a series of oil-on-canvas paintings that show the artist in varying stages of physical arrest, restrained by

strands of sinuous ribbon that increase with each portrait. For these works, Hirsch cites as her inspiration, in part, Slavoj Žižek's 1997 book "The Plague of Fantasies," in which the author asks: "How can the infinite of desire be placed on a finite object?" Additionally, a collection of pen-and-ink drawings will accompany *Infinite Desire*, in which Hirsch recalls the tragedy, irony and romanticism of the southern gothic aesthetic. These fairytale-like scenes, all of which contain a single female figure, are often occupied by deer, owls, and other woodland creatures, and in some cases the supernatural, wherein human and animal are fused together.

In a statement from Jerry Cullum, Editor at Large of *Art Papers* and curator of two group exhibitions in which Hirsch has participated, "Loretta Hirsch's self portraits include references to a personal symbology based on the meaning of 'Hirsch' in German (the noun for 'deer'). But the painterly strength and psychological depth of her work extends far beyond simple name derivations. Sometimes wry, sometimes poignant, sometimes frightening, her work marks the emergence of an exceptionally promising new talent."

About the Artist:

Loretta Mae Hirsch was born in Oklahoma in 1979. She studied abroad at the Glasgow School of Art, and at the Atlanta College of Art, where she earned her BFA in 2001. Since such time, Hirsch has participated in over 30 group exhibitions in Atlanta and New York City. Most recently, she earned her MFA from the New York Academy of Art. *Infinite Desire* is her first solo exhibition with Hionas Gallery and her second solo show since moving to New York in 2006.

About Hionas Gallery:

Located at 89 Franklin Street in a classic TriBeCa storefront, Hionas Gallery is a 500 sf. exhibition space that opened in spring 2011. The gallery invites artists to participate in monthly solo exhibitions to showcase their latest work and artistic vision. The gallery space doubles as the storefront for the personal fitness studio, Peter Anthony Fitness, owned and operated by Peter Anthony Hionas. Over the years, Hionas has personally trained hundreds of celebrities and other high profile figures, including a number of artists and art world luminaries. This list includes the artists Marina Abramović, Terry Winters and Dan Colen, collector Adam Sender, architect David Rockwell, and P.S.1 founder Alanna Heiss, among many others.

Hionas's decision to open the gallery is owed to he and his wife's desire to share their growing art collection with clients and the neighborhood at large. "We have been avid collectors of contemporary art since 1991," says Hionas. "It's a modest storefront we have here, but also really spacious and versatile. I see us as operating in the tradition of the Betty Parsons Gallery in midtown, or the original White Cube in St. James's; small spaces that just show great art."

Media Contact:

Justin R. Wolf

M: [617-416-7908](tel:617-416-7908)

E: justinwolf@gmail.com