

## THE ULTRAVELVET COLLECTION **SEX INVADERS**

NOVEMBER 29 – DECEMBER 29, 2012

Opening reception: Thursday, November 29, 6:00-8:00 PM



*Sex Invaders* (2012), 35-mm photography and graphic design

New York, NY (November 13, 2012) – Hionas Gallery TriBeCa is pleased to be hosting the very first east coast exhibition from Los Angeles-based artist duo **The Ultravelvet Collection**, comprised of eight new photomontage works from their series **Sex Invaders**.

Combining iconography from classic video games, erotic imagery, film photography and graphic design, *Sex Invaders* is a visual journey for a generation who grew up playing games on Atari and original Nintendo systems, yet whose base desires may have matured somewhat in the ensuing years. "Video games are like sex to a child," says Ultravelvet Collection co-founder Eric Hajjar. "What we're doing is merging our adult- and childhood fantasies to create something entirely new."

Indeed, anyone who grew up playing with these systems appreciates the rhythms and repetitions that are integral to games like *Space Invaders* and *Donkey Kong*, and undoubtedly feels some sense of nostalgia for their simple and elegant designs. Juxtaposed with recurring photos of sultry models, all shot using a 35-mm Canon FTB, the resulting montages are beguiling and playful, exotic and even a bit spontaneous.

For the work *Laid in the Arcade-Pac Man* (2012), Hajjar and co-founder Meredith Rose have recreated the level 1 board from *Pac-Man* and superimposed this over mirror images of a bikini-clad model, who shimmers amidst the harsh glow of a tanning bed. The image acts as a soothing trap of sorts. The mind's eye inevitably plays out the level of the game, eluding danger at every corner, and in this process

one's eyes will scan every inch of the woman's body, making the game itself either an act of seduction or voyeurism.

Each work will be available in large and small format, in editions of 3 and 7, respectively, and include a certificate of authenticity, signed and numbered by the artists. The **opening reception** for *Sex Invaders* will take place on **Thursday, November 29**, from 6:00 to 8:00 PM. The artists will be present.

#### **About the Artists:**



The Ultravelvet Collection is the brainchild of artist-couple Eric Hajjar (b.1978) and Meredith Rose (b.1981). Their work is captured on 35-mm film using vintage camera equipment from the 1960's. Hajjar and Rose work their craft by digitally enhancing the photos, resulting in a signature look that highlights retro-inspired grains, saturated colors, and distinct hues. The complexity of the enhanced, double exposed, and layered images draws the viewer into the dreamlike and meditative state.

Since forming in 2008, Ultravelvet has exhibited throughout the Los Angeles area in such venues as the famed Arclight Cinemas in Hollywood and Guy Hepner Gallery, among others. Although Hajjar and Rose are no strangers to Gotham, *Sex Invaders* will be the duo's first exhibition in New York City. The couple is currently on a three-month long spiritual retreat in Bali, receiving instruction in the art of teaching meditation; opening night at Hionas Gallery will mark the couple's first public appearance in as many months.

#### **About Hionas Gallery:**

Hionas Gallery is a 500 sf. exhibition space located at 89 Franklin Street in a classic TriBeCa storefront. The gallery invites contemporary and emerging artists, working in all variety of media, to participate in monthly solo exhibitions to showcase their latest work and artistic vision. The gallery space resides in the storefront of the personal fitness studio, Peter Anthony Fitness, also owned and operated by Peter Hionas. Gallery owners Peter and Maria Hionas officially opened the gallery in June 2011. "We have been avid collectors of contemporary art since 1991," says Peter 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 old Betty Parsons Gallery in midtown, or the original White Cube in St. James's; small spaces that just show great art." In January 2013 Hionas Gallery will open a second gallery space at 124 Forsyth Street in the Lower East Side.

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For more information visit [www.hionasgallery.com](http://www.hionasgallery.com)

Media Contact:  
Maria Hionas  
M: (917) 974-6976  
E: [info@hionasgallery.com](mailto:info@hionasgallery.com)

Hionas Gallery TriBeCa  
89 Franklin Street  
New York, NY 10013  
T: (212) 274-9003

Hionas Gallery LES  
124 Forsyth Street  
New York, NY 10002