

MEDIA RELEASE

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Charlie James Gallery is pleased to present the exhibition:

WILLIAM POWHIDA – *BILL BY BILL*

APRIL 20 – JUNE 7, 2013

ARTIST'S RECEPTION APRIL 20, 2013 FROM 7-10PM

~~Dismissed~~ Acclaimed provincial New York-based artist William Powhida is pleased to announce *Bill by Bill*, a new collection of art works fabricated exclusively for Charlie James Gallery and the fast-growing Los Angeles art market. Conceptualized and designed by William each work of art has been crafted by ~~better~~ highly skilled artists, designers, friends, family and fabricators under the artist's supervision ~~in a studio he visited at least once~~. After years of ~~going to art fairs~~ intensive market research *Bill by Bill* represents a decisive breakthrough for the artist into the fields of sculpture and painting by creating unique variations on some of the dominant ~~formulas~~ trends in contemporary art.

Bill by Bill brings together classic Modernist forms with bleeding edge post-studio, conceptually based¹ practices to create a ~~mercenary~~ *stunning* vision of contemporary art. Begun over a year ago while on residency at the Headlands in beautiful Marin County, William has designed a line of auction-ready ~~commodities~~ objects across stylistic boundaries for market-savvy ~~executive producers~~ collectors. These objects are primed and ready for purchase to move quickly at Phillips ~~de Pury~~. With a focus on painting and sculpture *Bill by Bill* avoids problems of reproducibility inherent with photography, new media, multiples, and editions which have diminished the deep satisfaction of buying art. These one-of-kind objects are able to offer the 'experience of art' at a price that isn't quite for everyone, which affirms William's belief that art holds an ~~elitist~~ special place in culture.

A unique, signed certificate of authenticity in the artist's signature style accompanies² each hand-touched³ object. The certificate provides the artist's critical insight into the fascinating design and fabrication process behind each work. These

¹ This does not mean conceptual.

² The collector agrees to purchase the certificate of authenticity to receive the object.

³ The artist may have only touched to the work indirectly receiving the work or crating it.

intimate, text-based certificates contextualize each object in a theoretical and aesthetic discourse while situating them in the broader social and political space of ~~neo-liberal capitalism~~ late modernity. Charlie James Gallery is ~~relieved~~ pleased to ~~finally~~ bring this moyen-garde model of art production and distribution to Los Angeles, which we believe is the only city capable of buying this.

William Powhida was born in 1976 in Ballston Spa, New York. ~~Powhida has no upcoming exhibitions at any major art institutions.~~ Recent exhibitions include “Market Value: Examining Wealth and Worth” at Columbia College in Chicago, IL; “On Sincerity” at Boston College in Boston, MA; (2012), “Seditions” at McKinney Avenue Contemporary in Dallas, TX (2012), “Derivatives” at Postmasters Gallery, NY (2011) and Dublin Contemporary in Dublin, Ireland (2011). His work has been discussed in October, Art in America, Art Forum, The Brooklyn Rail, Frieze, New York Magazine, and the New York Times. His art was recently featured in the Village Voice, America’s oldest ~~corporate-owned~~ alternative weekly.