

A&C

MODERNICA & KRINK
NEWYORKCITY

* Press Release
09.19.12

Art & Council™

Presents



KRINK & Modernica Shell Chair Series

An Art & Council Special Project

Available now at HVW8 Art & Design Gallery and online at hvw8.com

HVW8 Art & Design Gallery

661 Spaulding Avenue

Los Angeles, CA 90036

Art & Council presents an edition of 5 Modernica shell chairs painted by Craig Costello a.k.a “KRINK” or “KR”. The artist has applied his iconic painting style to each chair, working naturally with the contours of the fiberglass. The result is 5 unique shell chairs, each hand painted, signed by the artist, and available now at HVW8 Art & Design Gallery in Los Angeles and online at hvw8.com/shop.

To support the collaboration, Art & Council has also created a short documentary of the project. The film takes the viewer through the entire collaborative process, from the chairs being individually made at the Modernica factory in Los Angeles, to the custom painting by KR. The video can be seen at artandcouncil.com.

Craig Costello a.k.a. “**KRINK**” or “KR”, is one of the most visionary and inspirational street artists working today, and is also the creator of KRINK, a line of the finest quality handmade inks and markers, beloved by artists and vandals alike. For more information about Krink, please visit krink.com.

Modernica is a company founded on the principles and the passion of the vibrant North American Modernism movement. This era is often said to have originated here in Los Angeles with the Case Study Program in 1945. Modernica embraces this Modernist movement’s ethos. Richard Neutra, George Nelson, Charles and Ray Eames, Van Keppel and Green were all contemporaries during this post-war period. They all shared a vision of making design available and accessible to the masses. Modernica is a company committed to preserving this legacy. Simple design, high-quality, high-functionality, and accessibility are the basic tenets which drive our company. Modernica occupies a 1925 factory located in the heart of downtown Los Angeles and proudly builds each piece of furniture one-by-one.

Art & Council is a full service agency and liaison between concept and realization. Our core interest is in the vanguard of contemporary creativity and its ability to broaden the awareness of our client’s talents and mission. We work closely with a diverse international network of cultural innovators to provide highly sought after solutions that resonate with purpose.

HVW8 Art + Design Gallery was founded in 2005 with a focus on supporting fine art & avant-garde graphic design. It soon became the premier underground gallery in Los Angeles and over the past 7 years has exhibited emerging and established artists from around the world. HVW8 has also hosted numerous musical performances and special events, continuing to cement its reputation under gallery curator Tyler Gibney as an exhibition space for artists to showcase their varied creative expression. Past exhibitors include Parra, Geoff McFetridge, Kevin Lyons, Anthony Lister, Lance Mountain, Mos Def with Cognito, Charles Munka, Michael Leon, Alvaro Ilizarbe, and more.

hvw8.com

artandcouncil.com

Contact: info@artandcouncil.com for more information.