

HVW8

For Immediate Release

Friday, September 16, 2016

HVW8 GALLERY, IN COLLABORATION WITH GIL VENI VICI, PRESENTS
EAST SIDE STORY

A CELEBRATION OF EAST LOS ANGELES
THROUGH THE PERSPECTIVE OF GIL VENI VICI

On view Friday, September 23rd through Sunday, October 16th
Opening Reception: Friday the 23rd, 7pm–10pm

Featuring Photographs by:

**Steven Arroyo, Alex Bortz, Jason Clifton, Faso, Patrick Hoelck, Niko the Ikon,
Adri Law, Steve Olson, Estevan Oriol, Dan Regan,
Rick Rodney, Patrick O'Brien Smith, Spanto, Paulo Wallo**



Estevan Oriol, 2016

HVW8 Art + Design Gallery
661 N Spaulding Ave., Los Angeles, CA 90036



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LOS ANGELES—HVW8 Gallery, in collaboration with Gil Veni Vici, presents *East Side Story*, a multidisciplinary art exhibition about the north easternmost neighborhood in Los Angeles through the perspective of Gil Veni Vici. Born and raised in El Sereno, Gil shares a glimpse into his personal lifestyle by featuring 14 artists and tasking them with creating a piece of work that embodies the feel and culture of East Los Angeles. This group of artists, which includes emerging and established photographers, will pay homage to the Latin landmark and community-driven culture that this neighborhood represents. The featured photographs are taken in East L.A., with Gil acting as both the creative director and the main focal point of the work, celebrating his Mexican-American heritage. These portraits speak to Gil's unwavering respect for the nuances of his roots and daily reality. In a global art climate obsessed with naming what L.A. is and isn't, Gil demonstrates what L.A. means to him simply by nature of being.

Entering the space, one will feel as if they are stepping into a familiar East L.A. party or celebration scene, including a layered cake with pillars and colorful lighting alongside the photographs exhibited. The entire presentation explores the idea of a collective neighborhood and its deep-rooted traditions. The exhibition will also feature a large-scale installation and performance piece in the form of a poker game sequence. The characters depicted include opposing gangsters, a recontextualized childhood image of a surreal experience. In this dream state, confirmed by the mermaid character playing the dealer, one can imagine a collapsed encounter of different subcultures in a moment full of whimsical surrealism. A theatrical meeting of minds gathered to dramatize moments from Gil's own childhood, where memories have now become both unbelievable truths and familiar fantasies. The viewer is invited to step inside an intimate storyline that is stopped in time and representative of Gil's upbringing.

The opening will feature local food by Escuela Taqueria and drinks provided by Sean B of Serve Mobile Bars. Bradley Soileau, AUSTO, and Allie Teliz will be spinning oldies and hip-hop, dirtbikes and four wheelers will be on display, along with a piñata and other Mexican-American traditions. A limited edition release of Gil's clothing line entitled *50K* will also be available for purchase, alongside a zine and other takeaway items.

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RSVP@hv8.com

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About Gil Veni Vici

Gil Veni Vici began his image hustle simply by existing as a young person in Los Angeles, stumbling upon local artists and brands in L.A. and impressing them with his own personal sense of style and values. His image repertoire is filled with homages to his family and identity. East Side Story is a culmination of Gil's roots and career thus far; a happening saturated with the vibrance of East L.A.'s visual culture.

About HVW8 Art + Design Gallery

HVW8 Art + Design Gallery, Los Angeles, was founded in 2006 by Tyler Gibney and Addison Liu with a focus on supporting fine art & avant-garde graphic design. By furthering artistic visions at the intersection of art, music and design, it soon became one of the premier underground galleries in Los Angeles. Over the past 7 years emerging and established artists such as Parra, Brian Lotti, Kevin Lyons, Hassan Rahim, Mark Gonzales, Cody Hudson, Lisa Leone, Janette Beckman, and Jean Andre have exhibited their works. In 2014 HVW8 Gallery expanded with a location in Berlin, Germany. More info at hvw8.com.

661 N. Spaulding Ave., Los Angeles, CA 90036

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UNION

50K



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