

**MCA  
DEN  
VER**

## **MEDIA ANNOUNCEMENT**

FOR IMMEDIATE RELEASE

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### **MCA DENVER PRESENTS TREVOR APPLESON'S PHOTOGRAPHS FROM MEXICO IN THE PHOTOGRAPHY GALLERY**

DENVER, April 25, 2008 — The Museum of Contemporary Art Denver proudly announces Trevor Appleson in the Photography Gallery. This exhibition opens April 29, 2008 and runs through August 10, 2008, with a public reception featuring the artist on Friday, May 2 from 6-10pm. Large photographs from a project the artist created in Mexico are on view for the first time in the US at MCA DENVER.

Trevor Appleson brings a unique approach to photography by providing an antidote to the artificiality of the studio. To create his photographs, Appleson sets up an open-air studio with a simple black screen, working with natural sunlight at dawn or dusk. His photographs at MCA DENVER consist of images of the popular sensational entertainment called *Lucha Libre* and of still lifes. In Appleson's exhibition, Mexican wrestlers (*luchadores*) and common objects portray a familiar yet unusual side of Mexico City. Appleson invites his subjects' active participation to make the work immediate and authentic.

"Appleson's major photographic project in Mexico focuses on still life photographs, and features staged and co-incidental compositions involving the locals in the creation of the works. Appleson is interested in challenging the obvious and digs beneath the surface of Mexico City and its surroundings. Mexican Wrestlers destroy traditional candy filled Piñatas, resulting in broken and burned cartoon-ish forms; a group of young boxers with their clumsy gloved hands attempt to break eggs into a bowl - egg mixture on the dusty desert - this is the focus and subject matter of the work.

Pictures that at first sight seem to be representations of the rural idle, on closer inspection reveal graves and brutish industrial farming. What ties all of these apparently classical still lifes together is Appleson's desire to avoid the obvious and his eagerness for developing new ways of involving the locals in the creation of the works." (From Appleson's Artist Statement)

Born in South Africa in 1968, Appleson is a self-taught photographer. He now lives and works in London, UK. Recently, he exhibited at Artrock, Rockefeller Centre, New York and The Jerwood Foundation, London, UK. He has carried out projects and commissions in Mexico City, Mexico; Rome, Italy and Tel Aviv, Israel. Appleson's book *Freeground* will be available for purchase at SHOP MCA, and a book featuring this series of photographs titled *Los Loss: Photographs Made in Mexico* will be released on October 8, 2008 by Booth-Clibborn Editions.

## Programming Events

### Artist Reception

Friday May 2, 2008

6:00 PM

Trevor Appleson will be present to discuss his work in the Photography Gallery. This will be followed by a Top 10 & WITY Cocktails event featuring a presentation by Dr. Marcia Tremmel Goldstein about Top 10 Denver Women in their Places. The MCA CAFE will be serving a signature cocktail, The Unsinkable Molly Brown (a Manhattan floated on top of small-batch Michigan Tart Cherry liqueur), throughout the month of May coordinating with the theme of this event.

### Open Shelf Book Club

Thursday May 1, 2008

6:00 PM

Trevor Appleson and members of MCA DENVER will discuss the artist's Open Shelf (a library shelf containing materials that influenced and inspired the artist) as well as his book selection *The Razor's Edge* by W. Somerset Maugham. His Open Shelf selections include Ayn Rand's novel *Fountainhead*, Gerhard Richter's *Atlas*, *In Our Time: The World as Seen by Magnum Photographers* by William Manchester and objects from the artist's personal collection.



Above: Trevor Appleson, *Death at Sunset (Pig)*, 2007, C-type print, 126 x 158 cm / 49.5 x 62.5 inches, Edition of 3 + 1 Artist's Print. Courtesy of the Artist and Hales Gallery.

## Currently on View

David Altmejd, *STAR POWER: Museum as Body Electric*  
October 28, 2007 – May 11, 2008  
Large Works Gallery

Yu Cheng Chou  
February 19, 2008 – July 6, 2008  
New Media Gallery

Jeff Starr: *The Wrath of Grapes*  
February 26, 2008 – May 25, 2008  
Project Gallery

David Adjaye, *Making Public Buildings*  
March 11, 2008 – May 25, 2008  
Whole Room

Jasper de Beijer  
March 11, 2008 – August 3, 2008  
Paperworks Gallery

Trevor Appleson  
April 29, 2008 – August 10, 2008  
Photography Gallery

## Upcoming Exhibitions

Susanne Kuhn  
May 27, 2008 – September 21, 2008  
Large Works Gallery

Brad Kahlhamer  
June 3, 2008 – November 16, 2008  
Promenade Space

## About MCA DENVER

Following the European tradition of the *kunsthalle*, MCA DENVER is a non-collecting institution acting as an incubator for art and ideas, artistic exchange and dialogue. As Denver's first institution devoted entirely to contemporary art, MCA DENVER inaugurated its new environmentally sustainable facility designed by David Adjaye on October 28, 2007. The 27,000 square foot space, located in the Lower Downtown area, is on track to receive the distinction of Gold level Leadership in Energy and Environmental Design (LEED). The design of the building supports rather than defines the Museum's mission and demonstrates the Museum's commitment to sustainability. MCA DENVER marks David Adjaye's first public building in the U.S. as well as his first contemporary art museum worldwide.

Since opening, MCA DENVER has welcomed over 26,800 visitors to the new building to experience the Museum's exhibition program. Continuing our investment in exhibitions of artworks by local, national and international artists, MCA DENVER has five distinct galleries, three spaces for education, multiple sites for special projects/commissioned works and one live art and lecture hall as potential sites for work in all media. These galleries and spaces have been envisioned as platforms for multi-level curatorial possibilities. The exhibition areas are thus seen as a curatorial rubric for interaction between artists, works of art, curatorial practice and interpretive dialogue.

### **Location, Hours and Ticket Prices**

MCA DENVER is located at 1485 Delgany on the corner of 15th Street and Delgany, DENVER, CO. Tel. (001) 303 298 7554. Museum hours are Tuesday through Thursday 10:00AM to 6:00PM, Friday 10:00AM to 10:00PM and Saturday and Sundays 10:00AM to 6:00PM. The Museum is closed on Mondays. General admission to the Museum is \$10.00, senior and student tickets are \$5.00. MCA DENVER offers \$1 off admission to visitors who come to the Museum via public transportation. Children under the age of 5 are admitted free.

### **Support**

MCA DENVER receives annual support for its exhibitions and programs from members of the Director's and President's Circles, as well as from the following generous supporters at the \$5,000 and above: A.B. Hirschfeld Press, Inc., Caulkins Family Foundation, Colorado Council on the Arts, Compton Foundation, Inc., Connie Burwell White & William W. White Foundation, Continuum Partners, LLC, The Denver Foundation, Gates Corporation, Gay & Lesbian Fund for Colorado, General Service Foundation, The Janus Foundation, KEW Realty, KeyBank, Komorebi, LLC, NSO Press, Riverfront Park Community Foundation, Room & Board, Sage Hospitality Resources, SCFD, St. Mary Land & Exploration Company, Temple Hoyne Buell Foundation, Thickman Foundation, Three Tomatoes Catering, and US Bank.

For more information about programs and exhibitions please visit [www.mcadenver.org](http://www.mcadenver.org) or contact Daniele Robson at (001) 303 298 7554 ex.224 or [danieler@mcadenver.org](mailto:danieler@mcadenver.org).