

Loie Hollowell: Starting from 0

May 13 – June 25, 2022

2/3F, 267 Itaewon-ro

Yongsan-gu

Seoul



Loie Hollowell, *Yellow Brain*, 2021 © Loie Hollowell, courtesy Pace Gallery

Seoul – Pace is pleased to present a solo exhibition of new work by Loie Hollowell at its Seoul gallery. Marking the artist’s first solo presentation at Pace’s space in the Korean capital, the exhibition, titled *Starting from 0*, will be on view from May 13 to June 25. The show will spotlight paintings and works on paper from the artist’s Brain series, her most compositionally minimal body of work to date.

Each of Hollowell’s Brain paintings features a large-scale oval that is representative of a head or, more specifically, the conceptual space of a brain. The artist has frequently employed the oval as an abstraction of a human head in many earlier works, including her series of geometric self-portraits. In her Brain series, Hollowell has expanded the singular shape to its fullest possible diameter on the canvas, as if the viewer zoomed in on one of her “standing figure” portraits until only the head remained.

The varicolored ovals represent different psychological states and, at the same time, cultivate a phenomenological viewing experience. The addition of a sculptural bar at the bottom of each work situates the paintings within the language of landscape. The bars—three-dimensional horizon lines that ground the ovals to a physical element—are rendered in thickly stippled paint and a relatively dull hue, starkly contrasting with the smooth, flat, and brightly colored brain surfaces.

The abstracted brains are painted with multiple layers of semi-transparent oil paint until the desired color saturation is achieved. Each layer is applied in a single, labor-intensive, full-day session. Hollowell forges a seamless gradient of color within the ovals through highly physical and technical inquiries, which require orbital arm and wrist movements. Bearing traces of this physical process, the resulting ovals reflect the artist’s precise height. In extending both her body and the composition to the widest circumference possible, the physical act of painting is integral to these new works.

The drawings in the exhibition complement the paintings. In these smaller-scale works, Hollowell can quickly explore a multitude of color combinations before committing a study to be rendered as a six-foot painting. Because the scale of the ovals in the soft pastel studies is more akin to the true size of a human head, Hollowell thinks of these drawings as portraits, with the horizon line acting as a shoulder in support of the head or brain.

While the works in the exhibition at Pace in Seoul are partially rooted in a theoretical expansion of the symbolic shapes utilized by the artist, they also originated from a more personal narrative. In 2021, Hollowell's father suffered an unexpected and severe traumatic brain injury. Due to the emotional intensity around that event, she began to think about how she could create a formally minimal investigation of the brain while simultaneously engaging with the pure pleasure of color, so as to take her mind from the difficulty of the familial situation.

Loie Hollowell (b. 1983, Woodland, California) is recognized for her paintings that evoke bodily landscapes, using geometric shapes to move a figure or its actions into abstraction. Her work explores themes of sexuality, often through allusions to the human form with an emphasis on women's bodies. An investigation of autobiography became evident in Hollowell's early work, which explored the use of gradient staining techniques on cotton supports as a metaphor for intimate spaces—meditations on sleep and bodily fluids. These canvases evolved into figurative painting, introducing female nudes as subject matter as well as the use of reflection and mirroring. Her subsequent work exhibited a shift toward abstraction, characterized by radiating silhouettes and a pulsating color palette. With its strong colors, varied textures, and geometrical symmetry, Hollowell's practice is situated in lineage with the work of the Transcendental Painting Group (1938–41), Georgia O'Keeffe, Gulam Rasool Santosh, and Judy Chicago.

Pace is a leading international art gallery representing some of the most influential contemporary artists and estates from the past century, holding decades-long relationships with Alexander Calder, Jean Dubuffet, Barbara Hepworth, Agnes Martin, Louise Nevelson, and Mark Rothko. Pace enjoys a unique U.S. heritage spanning East and West coasts through its early support of artists central to the Abstract Expressionist and Light and Space movements.

Since its founding by Arne Glimcher in 1960, Pace has developed a distinguished legacy as an artist-first gallery that mounts seminal historical and contemporary exhibitions. Under the current leadership of President and CEO Marc Glimcher, Pace continues to support its artists and share their visionary work with audiences worldwide by remaining at the forefront of innovation. Now in its seventh decade, the gallery advances its mission through a robust global program—comprising exhibitions, artist projects, public installations, institutional collaborations, performances, and interdisciplinary projects. Pace has a legacy in art bookmaking and has published over five hundred titles in close collaboration with artists, with a focus on original scholarship and on introducing new voices to the art historical canon.

The gallery has also spearheaded explorations into the intersection of art and technology through its new business models, exhibition interpretation tools, and representation of artists cultivating advanced studio practices. Pace's presence in Silicon Valley since 2016 has bolstered its longstanding support of experimental practices and digital artmaking. As part of its commitment to technologically engaged artists within and beyond its program, Pace launched a hub for its Web3 activity, Pace Verso, in November 2021.

Today, Pace has ten locations worldwide including a European foothold in London and Geneva, and two galleries in New York—its headquarters at 540 West 25th Street, which welcomed almost 120,000 visitors and programmed 20 shows in its first six months, and an adjacent 8,000 sq. ft. exhibition space at 510 West 25th Street. Pace was one of the first international galleries to establish outposts in Asia, where it operates permanent gallery spaces in Hong Kong and Seoul, as well as an office and viewing room in Beijing. In 2020, Pace opened satellite exhibition spaces in East Hampton and Palm Beach, with continued programming on a seasonal basis. In 2022, the gallery opened its West Coast flagship in Los Angeles, and continues to operate its gallery in Palo Alto.






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