

# BENRIMON CONTEMPORARY

PRESS RELEASE

Roy Lichtenstein  
*Homage to Monet*

Benrimon Contemporary  
*Inaugural Exhibition*

April 8 - May 1 2010  
For immediate release



Benrimon Contemporary will launch its New York City exhibition and gallery space at 514 West 24<sup>th</sup> Street this spring with its inaugural show **Roy Lichtenstein: Homage to Monet**. The exhibition will present paintings and multiples that will turn the 2,000 square foot gallery overlooking 24<sup>th</sup> street into a vivid discussion between Monet and Lichtenstein.

The exhibit will feature numerous Lichtenstein artworks that show reverence to Claude Monet such as the *Cathedral* and *Haystack* series as well as the *Water Lilies* series, which consists of 6 different, innovative multiples that were made in small editions on stainless steel. In these series, Lichtenstein expands upon his tradition of taking recognizable imagery and transforming it into Pop Art. With this progression, he suggests that the work of Monet is as iconographic as a Mickey Mouse cartoon; another entry in our cultural vocabulary of images. Lichtenstein employs his trademark use of color and form to rework Monet's legendary paintings, as well as our perceptions.

Lichtenstein's *Water Lilies* series reflects not only inventive artistry, but also a culminating point in the artist's development. Inspired by Monet's *Nymphs*, Lichtenstein absorbed and appropriated his predecessor's work, but with modern admiration and interpretation. Monet's series was groundbreaking in its emphasis on abstraction, comprehension of light, and its rejection of illusionary perspective. Lichtenstein moves beyond Monet's lessons thoughtfully using reflective forms, Pop imagery, and careful composition to further a dialogue about abstraction and pictorial space. Lichtenstein used the Pop generation's message aimed at exploiting contemporary society and portrayed Monet's reflections in a new way. He allows a simplistic rendering of nature in the figures on the mirror, but nature is sublimated to Pop culture's obsession with self, as indicated by the reflecting mirror behind the portrayals of nature; the contemporary viewer can see themselves behind the natural scene. Visually satisfying and optically exciting, these pieces employ color, light, pattern, and reflection to make complex and changing spaces.

Benrimon Contemporary will present solo and group shows of established Contemporary and Modern artists. The gallery will carefully curate shows that present innovative ways to explain the continuum of Modern to Contemporary art. Benrimon Contemporary will market and sell important paintings and sculptures by Modern, Post-war, Contemporary and emerging artists to some of the world's most prestigious clients while cultivating the new generation of soon-to-be prestigious collectors. The gallery will provide acquisition, management, and consulting services with integrity and professionalism.

*Benrimon Contemporary is located at 514 West 24<sup>th</sup> Street, 2<sup>nd</sup> floor, New York, NY 10011 between 10<sup>th</sup> and 11<sup>th</sup> Avenues. Our hours are Monday to Saturday 10am to 8pm and Sunday 12pm to 6pm.*

For further information or images, please contact Molly Sampson at 212.924.2400 or [molly@bcontemporary.com](mailto:molly@bcontemporary.com).

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## Editor's Notes

Leon Benrimon is the principal of Benrimon Contemporary LLC. Benrimon Contemporary will use its extensive art world experience and education to present a new type of gallery that focuses on established Contemporary Artists and the homage they pay to their Modern and Impressionist forefathers.

Benrimon Contemporary will expand on the David Benrimon Fine Art LLC network and bring about the next generation of collectors through innovative ideas that merge art history and art world culture to present a new perspective and relationship with art.

Benrimon Contemporary LLC doing business as Benrimon Contemporary does not represent the artist Roy Lichtenstein or his estate. This document as well as others prepared for this exhibition should not be construed that Benrimon Contemporary represents Roy Lichtenstein, his estate or his oeuvre.

Benrimon Contemporary is located at 514 West 24th Street, 2<sup>nd</sup> Floor New York, New York 10011 in Chelsea. The gallery is open Monday thru Saturday from 10 a.m. to 8 p.m. and Sunday from 12 p.m. to 6 p.m. and by appointment any other time. Admission is free.

Please visit our website for upcoming shows. For more information about the gallery go to our website [www.bcontemporary.com](http://www.bcontemporary.com) or call +1 212 924 2400.