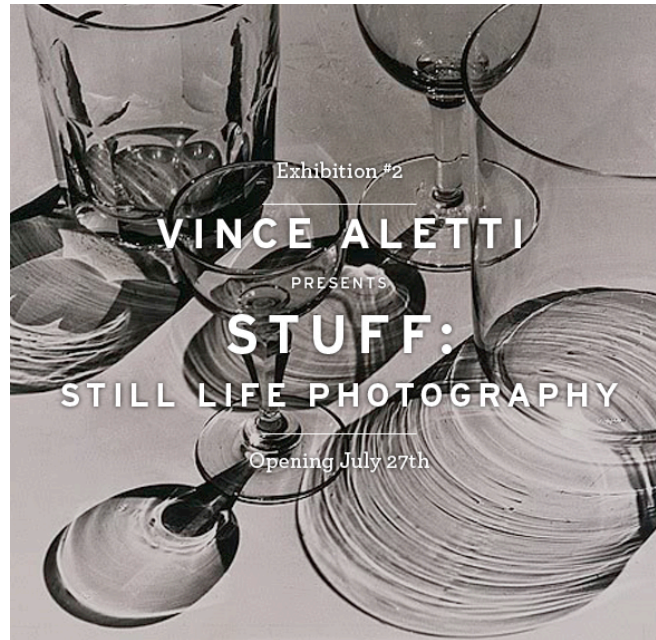


For Immediate Release
July 11, 2011



Paddle8 Announces Exhibition #02
STUFF: Still Life Photography
Curated by Vince Aletti
On View July 27, 2011

Featuring Works By
Roger Ballen, Talia Chetrit, William Eggleston, Dan Estabrook, Saul Fletcher, Tamar Halpern, Michael Huey, Peter Hujar, Louise Lawler, Richard Learoyd, McDermott & McGough, Laurent Millet, Ray Mortenson, Collier Schorr, Alec Soth, Wolfgang Tillmans, Sara VanDerBeek, and Shen Wei.

New York, July 11, 2011—Paddle8, a recently launched online destination for contemporary art presents a new exhibition curated by New Yorker photography critic Vince Aletti. The third in an ongoing exhibition series curated by prominent cultural personalities, *STUFF: Still Life Photography*, features works by artists who are opening up the still life genre and giving it new and far more expansive life. Many of the artists selected discard the conventions of still life and use it as a way of seeing (and sometimes organizing) the world. The works are offered for sale exclusively by Paddle8 during the exhibition.

The Paddle8 core team is made up of Alexander Gilkes, Aditya Julka, Hikari Yokoyama and Dean Di Simone, who have created an interactive luxury experience for both serious collectors looking to



acquire unique artworks from top tier galleries, as well as browsing art enthusiasts seeking to learn more about the contemporary art world, artists, and collecting. With nearly 30,000 visitors to the site since its soft launch, Paddle8 has grown rapidly in both audience and members. Paddle8 has since doubled in member galleries, now announcing the involvement of more than 30 handpicked galleries including Yvon Lambert (Paris, New York), Sperone Westwater (New York), Cheim & Read (New York), and OHWOW (Los Angeles, Miami). Paddle8 visitors span more than 114 countries worldwide—the top twenty visiting nations including Australia, Brazil, Canada, China, France, Germany, Hong Kong, India, Italy, Japan, Mexico, Netherlands, Russia, Singapore, South Korea, Spain, Switzerland, UK, USA, and Venezuela. Paddle8's collector member-base continues to grow in both geography and numbers. Last week alone, Paddle8 accepted new members from Australia, China, India, Indonesia, Japan, Russia, Saudi Arabia, Singapore, and Sri Lanka.

STUFF: Still Life Photography

On view globally starting July 27, *STUFF: Still Life Photography* presents an exhibition of photographs inspired by the curator Vince Aletti's admiration for the late Irving Penn.

Aletti comments: "I started focusing on still life after the death of Irving Penn, whose photographs of dying flowers, crushed cigarettes, frozen foods, and the spilled contents of a woman's purse defined the genre for me. Knowing no one could really replace him, I wondered who might come close, and the photographers I've gathered for this virtual exhibition are some of the ones who came to mind."

Paddle8's Dossiers, "The 8" and The Scroll

Paddle8 exhibitions are supported by educational and community focused features, which build context and entry points for the artworks presented.

For the occasion of *STUFF*, Paddle8's dossier pages will present an intimate look at how the artists approach "still life" as a genre and art-making approach. The dossiers are supplemented by "artist picks" – images, videos, quotations and other ephemera that have influenced each artist.

The exhibition is accompanied by commentary from "The 8," a group of art world tastemakers selected by Aletti including former Visuals Editor of The New Yorker **Elisabeth Biondi**, renowned artist **Maurizio Cattelan**, Head of Photography and Design at Christie's **Philippe Garner**, editor of Aperture magazine **Melissa Harris**, author of England's Dreaming and acclaimed writer **Jon Savage**, editor and publisher of Richardson Magazine **Andrew Richardson**, and poet and cultural critic **Wayne Koestenbaum**.

Paddle8 has also launched its new blog and inspiration board called the Scroll. Paddle8 editors and a cast of influential guest contributors hand-pick stories about people, collecting, destinations, events and culture, telling the stories of their worlds through art.

More About The Curator

Vince Aletti reviews photography exhibitions for *The New Yorker's* "Goings on About Town" section and writes a regular column about photo books for *Photograph*. He is a contributing editor at *Aperture* and writes for *Artforum* and *V*. He is the winner of the 2005 Infinity Award in writing from the



International Center of Photography, where he was an adjunct curator for the museum's 2009 "Year of Fashion," including *Avedon Fashion 1944-2000*, *Weird Beauty: Fashion Photography Now*, and *This Is Not a Fashion Photograph*.

Membership

Paddle8 serves as an educational tool for all, but membership is required to view prices and make offers on presented works. Paddle8 members are selected through online application or by invitation for the purpose of creating a trusted arts community.

Applications are available online at www.paddle8.com and are reviewed regularly.

About Paddle8

Paddle8 is a new destination for examining, understanding and acquiring contemporary artworks. Paddle8 brings guest-curated exhibitions of contemporary art accompanied by in-depth editorial content to a dynamic collecting community. Paddle8's member services offer collectors and galleries a global community where artworks are presented and acquired through eased transactions. For more information or to apply for membership visit, www.paddle8.com.

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