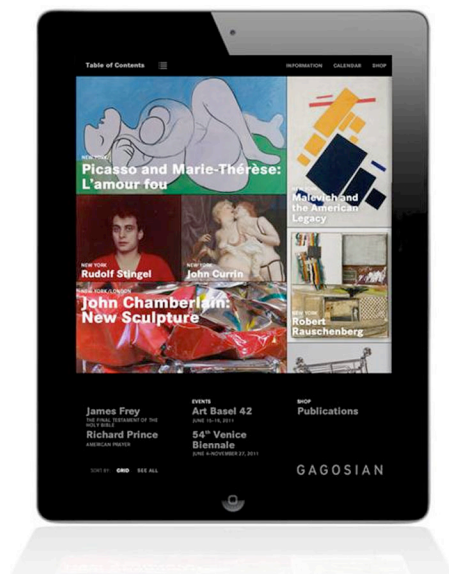


GAGOSIAN GALLERY

June 13, 2011

PRESS RELEASE **GAGOSIAN GALLERY**



An interactive table of contents organizes the exhibitions and features within the application.

GAGOSIAN GALLERY'S FREE iPad APP, WHICH LAUNCHES TODAY, DESIGNED BY AWARD-WINNING FIRM @RADICAL.MEDIA, TAKES USERS ON AN IN-DEPTH JOURNEY WITH GAGOSIAN'S ARTISTS AND EXHIBITIONS

Some Special Features: Gigapixel Photography and Archival Videos; More Than Twenty Artists Showcased; First Issue of Quarterly Edition

Artists Highlighted in Edition # 1: John Chamberlain, John Currin, Vera Lutter, Kazimir Malevich, Pablo Picasso, Robert Rauschenberg, Richard Prince, and Rudolf Stingel

NEW YORK, June 13, 2011—Gagosian Gallery announces the launch of an application for the iPad, available as a free download from the iTunes store, beginning today. The app will be updated four times per year, providing content that features recent, current, and future Gagosian artists, exhibitions, and projects. The artists presented in edition #1 include Richard Avedon, Cecily Brown, John Currin, Vera Lutter, Kazimir Malevich, Elizabeth Peyton, Pablo Picasso, Robert Rauschenberg, Richard Prince, and Rudolf Stingel.

The app offers unprecedented access and in-depth knowledge of Gagosian Gallery's artists and exhibitions, presented through visually stunning, richly informative and innovative features, and both moving and still imagery. Art lovers who have yet to see the current exhibition of Picasso's portraits of his lover Marie-Thérèse ("Picasso and Marie-Thérèse: *L'amour fou*," April 14 – July 15, 2011, New York), can explore a touch-sensitive "sketch" view revealing twenty states of Picasso's etching of his muse. In addition they can watch video excerpts of the renowned art historian John Richardson, a Gagosian curator, discussing the exhibition.

Admirers of John Currin's opulent portraiture will revel in the app's gigapixel digital exposé of a recent painting, as well as a 2010 lecture by the artist. Other projects include an interview with writer James Frey about his 2011 novel, *The Final Testament of the Holy Bible*, published by Gagosian Gallery. The app also offers excerpts from scholar Aleksandra Shatskikh's catalogue essay for the historic exhibition "Malevich and the American Legacy" (March 3–April 30, 2011, New York).

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Viewers can relive a key moment in art history by watching archival footage of Rauschenberg's 1966 performance, *Open Score*; or follow a tour by curator Francesco Bonami of "Rudolf Stingel" (March 4 – April 16, 2011, New York).

The free iPad app provides essential information about Gagosian Gallery's global network of galleries through its worldwide exhibition schedule, a map of all locations, biographies and reviews of artists, a list of current events, gallery news, and a link to Gagosian Shop.

Larry Gagosian comments, "In representing the most renowned modern and contemporary artists in the world, we are always seeking innovation. @radical.media is a great partner on this project as they utilized new technologies as a means of presenting, examining, and giving access to our artists in entirely new ways that were previously unavailable."

The Gagosian iPad app is designed by @radical.media, the award-winning firm that created the ONE app, and the Medicá app. James Spindler, Chief Creative Officer of @radical.media, explains, "This app lies at the intersection of design, storytelling, and technology. Gagosian Gallery's breadth of content and expertise, coupled with our focus on producing narrative based projects, made this an ideal partnership for creating something that's unprecedented in the art world."

ABOUT GAGOSIAN GALLERY:

Gagosian Gallery is widely recognized as one of the most influential art galleries in the world. In three decades, it has expanded its operations to eleven galleries in eight major cities: New York, Los Angeles, London, Rome, Athens, Paris, Geneva, and Hong Kong. An unparalleled program of historical exhibitions is regularly presented in tandem with some of the world's most renowned living artists. Current exhibitions include "John Chamberlain: New Sculpture" (New York/London); "Arshile Gorky: 1947" (New York); "Joel Morrison" (New York); "Picasso and Marie-Thérèse: *L'amour fou*" (New York); "Cecily Brown" (London); "Elizabeth Peyton" (Paris); "Richard Prince" (Hong Kong); and "Franz West: Furniture" (Athens). The app expands, complements, and updates Gagosian Gallery's longstanding commitment to documenting and publishing scholarly material on gallery artists. Currently, more than twenty-five catalogues, monographs, and catalogue raisonnés are published per year.

ABOUT @RADICAL MEDIA:

@radical.media is a global transmedia company that creates some of the world's most innovative content across all forms of media. The company develops, produces and distributes television, feature films, commercials, music programming, smartphone & tablet applications, digital content and design. The company has been honored with an Academy Award®, numerous Emmys®, a Golden Globe®, Grammys®, Webby's®, The Smithsonian Cooper-Hewitt National Design Award for Communication Design, two Palme D'Or's at the Cannes Lions International Advertising Festival, and just about every other accolade associated with the advertising and marketing industries. @radical.media is a FremantleMedia Company. FremantleMedia's global production arm is responsible for many of the world's highest rated prime time television programmes and its brand extension arm FremantleMedia Enterprises offers a one-stop-shop for all Licensing, Distribution and Home Entertainment globally.

For more information, and updates, visit Gagosian.com, and join the conversation on Facebook and twitter.

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