

FOR IMMEDIATE RELEASE

Fergus McCaffrey

Fergus McCaffrey, New York

Marcia Hafif at Independent Projects

November 6 – November 15, 2014

(New York, NY – October 31, 2014) Fergus McCaffrey, New York, is pleased to present an installation of works by Marcia Hafif from her *Shade Painting* series at Independent Projects 2014.

Marcia Hafif was born in Pomona, California in 1929. She grew up in Laguna Beach and Claremont receiving a B.A degree from Pomona College, and after her return from an eight year stay in Italy, an M.F.A. at the University of California at Irvine.

In 1971 she moved to New York to discover that the best way forward for her in painting, considered increasingly irrelevant at the time, was to focus on the materials of art and the techniques with which it is made. Minimalist painting had been seen to be without the hand of the artist, but Hafif worked beyond that using traditional paintings techniques (including the brush) to create paintings with visible facture as personal as they are conceptual.

In “Beginning Again,” an article published in Artforum in 1978, Hafif described what it meant at that time to be a painter: “The enterprise of painting was in question, was “under erasure.” I use this term of Derrida’s to denote a state in which painting appeared to be no longer relevant, not quite right, and yet the only possible activity for one who has been or is a painter – an artist deriving satisfaction from painting, drawing, the ordering of space, with a sensibility directed to paint, to pencil, to materials in general.” With this statement Hafif emerged as an articulate theorist of painting, clearly identifying the challenges of relevancy painters were facing.

From 1972 to today Hafif investigates some aspect of the practice: color, paint, support, in ways that reveal the materials as well as her hand. For over four decades, and in 25 series, she has used the form of painting to experiment with varying types of paint: acrylic, oil, egg tempera, ink, watercolor, enamel, and their supports, canvas, wood, paper or wall. Hafif’s works make apparent her technique while her titles, including medium and the date, reveal a diaristic quality to her practice. Three groups of her latest series, “Shade Painting” are presented at Independent Projects:

“In the Shade Paintings I experiment with adding a bit of black to any given color producing a ‘shade’ rather than the ‘tint’ that would result in the addition of white. In doing this I was surprised to see how strongly a touch of black could intensify the body color.”

Hafif’s work has been exhibited extensively both in the United States and in Europe, most recently in the Hammer Museum Biennial, Made in LA 2014. Her full body of work includes photography, sculpture and installations, and is represented in many collections

ncluding The Museum of Modern Art, New York, the Museum of Contemporary Art, Los Angeles and the Chicago Art Institute. Marcia Hafif divides her time between Laguna Beach and New York.

Fergus McCaffrey's exhibition of Marcia Hafif will be on view at Independent Projects from November 6–15, located at 548 West 22nd Street, New York, NY 10011.

About Fergus McCaffrey

Founded in 2006, Fergus McCaffrey is internationally recognized for its groundbreaking role in promoting the work of post-war Japanese artists, as well as a quality roster of select contemporary European and American artists. Fergus McCaffrey's rigorous, thoughtful approach is marked by a commitment to discovery, often presenting the work of artists previously unrepresented or misrepresented. Dublin-born founder Fergus McCaffrey has been instrumental in introducing post-war Japanese art to a Western market, including Natsuyuki Nakanishi, and Gutai artists Sadamasa Motonaga and Kazuo Shiraga. The gallery also exhibits the work of seminal Western artists, including Andy Warhol, Birgit Jürgenssen, William Scott, Richard Nonas, Gary Rough, and Jack Early.

In May 2014 the gallery moved from the Upper East Side to Chelsea, now in a bi-level, 9,000 square foot, light-drenched space on West 26th Street. In celebration of its eighth year, Fergus McCaffrey is opening a second gallery in St. Barth (November 2014) and further expanding its global reach with a third location in Tokyo (2015).

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Image: Marcia Hafif, *Splash Painting*, Indigo, o/c, 58"x58", 2009. Copyright Marcia Hafif; courtesy Fergus McCaffrey, New York.