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The Juxtaposition of FAME: New Art Experience Opening September 8 at ESMoA

Art laboratory's 5th art experience explores the ambivalent soul of Los Angeles via works by Jean-Michel Basquiat, Chuck Close, Gustav Klimt, Helmut Newton, Andy Warhol, Zala and more

August 6, 2013 (El Segundo, California) - "Hollywood is a place where they'll pay you a thousand dollars for a kiss and fifty cents for your soul," said Marilyn Monroe, famously. For many more perspectives on the singular quality sought by so many yet handled well by so few, drop in to find **FAME**, the new art experience opening September 8 at **ESMoA** on Main Street in El Segundo, California.

ESMoA's 5th art experience explores the ambivalent soul of Los Angeles, a city that is one part dream machine, another part Vanity Fair, and home to dislocated whimsy and constructed memory. Presented next to a roller-coaster floor that calls to mind a skateboard ramp, FAME explores the multifarious foundations of what makes things famous and the possible connections between them.

Viewers will experience their own ups and downs through unusual juxtapositions of artworks and artifacts from different eras and geographies. What, for instance, can be drawn from the proximity of an early illustration of "red riding hood" by German romantic painter Moritz von Schwind to a skeleton drawing by Jean-Michel Basquiat? Or of French landscape painter Eugène Boudin's "hunter" to an original hunting outfit of former East German leader Erich Honecker that is on loan from the L.A.-based Wende Museum's archive of artifacts on the almost-forgotten Cold War?

Expect many such connections to be revealed through the chaotic ingredients of FAME, which features select works from the Sweeney Collection, whose owners are among the founders of ESMoA. Laid out in the art laboratory's main exhibition space, the art experience includes works created with oil, acrylic, watercolor, porcelain, wood, paper, metal and canvas from Vincent Alpino, Neil Armstrong, Peter Badge, Jean-Michel Basquiat, Gerhard Behrendt, Eugène Boudin, Chuck Close, Cyrus E. Dallin, Peter Doig, Marcel Eichner, Martin Galle, Bernhard Heisig, Gustav Klimt, Wilhelm Kuhnert, J.C. Leyendecker, August Macke, Helmut Newton, So-Young Park, Maxfield Parrish, A.R. Penck, Gundula Schulze Eldowy, Kathy Sherman Suder, Carl Spitzweg, Andy Warhol, Garry Winogrand and Zala.

How far is ESMoA going for FAME? The art laboratory will sponsor a professional Elvis impersonator contest to be held at El Segundo's Old Music Hall on 140 Richmond Street on November 14, which is walking distance from the FAME exhibition. "Elvis Who?" is co-produced by photography artist Peter Badge, who has been photographing all the personalities who have been awarded the Nobel Prize since the year 2000. The focus of the evening will be the Elvis of the 1950s with contestants staging an open concert starting at 7:00 PM.

Meantime, what to make of the inspiration for FAME? While fame may be one of the strongest sources of motivation - particularly in our 24/7 media-frenzied age - what does it reveal to us about the importance in life and its cycle? Perhaps fame and iconographic identity with its living symbols lies at the bottom of understanding and communication. If chaos is the nutrient solution for development, the paradox could easily work as its trigger for creative thinking.

Feel FAME's inspiring spark through the firework of art at ESMoA beginning

September 8 in El Segundo, California.

For more information on FAME and ESMoA, please contact Andrea Schnoor Communications at aschnoor@andreaschnoor.com or 310.878.4812

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