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***“SOME NEW COLOR” PUBLIC ART INSTALLATION UNVEILED IN WASHINGTON, DC
Artist Robert Kent Wilson’s Work at 400 Massachusetts Ave. NW is Homage to
Washington Color School***

Exhibition of Wilson’s Original Artwork for the Project on View June 5-June 28, 2008

[May 19, 2008 – Washington, DC] – Native Washingtonian fine artist Robert Kent Wilson announces the completion of “Some New Color”, a permanent public art installation in the retail level display windows at 400 Massachusetts Ave. NW, a mixed-use residential condominium building in downtown Washington, DC.

A companion exhibition also titled “Some New Color”, featuring a series of twelve of Wilson’s original works used to create the installation will open at 475 H Street, NW on Thursday, June 5 with a reception from 6-9PM. The reception is free and open to the public.

Where: The *Some New Color* Public Art Installation is in the street front windows at 400 Massachusetts Ave. NW. The gallery exhibition of original works will be mounted at 475 H Street, NW.

When: Opening reception on Thursday, June 5, 6-9PM
The exhibition is on view through June 27, 2008

Gallery Hours: Thursday-Friday, 4-9PM; Saturday, 12noon–6PM or by appointment.

Mounted in the North facing retail windows of the CVS retail store, the installation extends from the northeast corner of the building approximately 130 linear feet in fourteen separate locations leading to the condo entrance on Massachusetts Ave. Rather than install singular images in each window, Wilson was inspired to create a continuous field of color and started with individual images blown up to a grand scale, some of which are installed in locations spanning 10’x30’.

Wilson began with a series of more than 100 originals created specifically for this project, narrowing them down to a collection of twelve, which were then which were then enlarged 100 times the original size to achieve his version of color fields. The final images were printed with ink and acrylic on canvases up to 60”x60”, and were then replicated and printed at an even larger scale to fit into the various locations. The installation images were printed on vinyl for wallpaper-style mounting in the window locations.

Ultimately, Wilson viewed the project as an opportunity to pay homage to the Washington Color School artists and the movement that they created more than 45 years ago, as well as to highlight his own role as a contemporary Washington artist.

“I don’t necessarily consider myself strictly a Color Field artist, but my inspiration embodies much of what those artists did more than 40 years ago, with a heightened sense of awareness and a contemporary approach,” described Wilson. “This project allowed me to show my appreciation to the Washington Color School by adding some new color to the landscape.”

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Project Genesis

In 2006 the Building Committee of the 400 Massachusetts Condo Association led by Patricia Zingsheim, contacted CVS regarding the windows and proposed a project with Wilson to create the artwork to enliven the streetscape and fulfill the lease agreement that the windows be used in a creative, rather than a commercial way. CVS agreed and provided the funding for the project.

“We are so pleased with what Robert has created at 400 Massachusetts Ave. NW for the residents of the building, and for anyone that encounters the artwork as they pass by the site,” described Zingsheim. “His work is very well suited and appropriate for the space, and it adds a beautiful and colorful dimension to the street experience for all to enjoy.”

The “Some New Color” exhibition will feature Robert Kent Wilson’s RKW’s Color field series including the 12 originals that were replicated in the public art project, printed ink and acrylic on canvas, all signed by the artist. The works range in size from 36”x36” to 60”x60”, and are titled by number to leave more to the imagination of the viewer. All works are available for purchase.

Washington Color School

Through the 1960s and 1970s a group of artists known as The Washington Color School were creating mixed media and painted abstract works of art that were central to the larger Color Field movement. The *Art History Guide* describes ‘Color Field Art’ as a subtype of Abstract Expressionism painting where artists became interested in the effects that large expanses of color had on the atmosphere and mood of the work. Color field paintings were generally large, and convey a sense of infinity, and being immersed in an environment of color.

Where widely known artist Mark Rothko (1903-1970) has evolved as one of the more popular color field artists, local Washington, DC artists Gene Davis (1920-1985) and Morris Louis Bernstein (1912-1962) were part of the Color School, producing color field work in this region. This group of artists essentially expanded the Color Field movement and achieved international notoriety for themselves and Washington, DC.

Robert Kent Wilson is a native Washingtonian and a fine artist working in many mediums with applications onto different materials including canvas, vinyl, wood and paper. The method he uses to develop his imagery has evolved into a style he calls “focusism” Robert received a BFA in Fine Arts from the Tyler School of Art where he studied art, design and criticism. Upon graduation, he began a successful career in graphic design that eventually allowed him to pursue his fine art, garnering exhibitions of his work in more than a dozen solo and group shows including at Heinemann Myers Gallery in Bethesda, MD and at the Artists’ Museum. Additionally, Robert has completed a number of private commissions and public art projects, such as *Art on Call*, the DCCAH Art in Public Place Expressive signage commission. When he’s not creating art, Robert is the Principal and Creative Director of BLANK, a graphic communications firm in Washington, DC and a part time faculty member at Catholic University in Washington, DC. For more information, please visit www.robertkentwilson.com

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For an interview with the artist or to receive high-resolution images, please contact Jennifer Motruk Loy, Jennifer@spinllc.com, or 202.302.8229.