

FOR IMMEDIATE RELEASE:

ALLOUCHE GALLERY ANNOUNCES b.'s FIRST SHOW IN NEW YORK: CORRUPTED
LUXURY

NEW YORK, March 7th 2015

Allouche Gallery is pleased to present, b.: Corrupted Luxury, on March 7th 2015. b.'s first solo show in New York follows his participation in several collective exhibitions in the United States and in Europe, including his mural for the Wynwood Walls Pop Up Show in Miami in 2011, and the group show Made in Greece at the Venice Biennale of Architecture in 2012.

Over the past few years, b. has developed a body of work recognizable by his use of colorful and detailed characters and "sea of objects." b.'s figures have taken over the urban landscape of the city of Athens. Mermaids, girls with anchor tattoos on their arms, colorful hamburgers and humanlike octopuses constitute the universe of b. and come to life on the walls and broken windows of abandoned houses.

b.'s work is inspired by the social and political situations that have encompassed Greece's landscape over the past few decades. Growing up in such a densely populated urban environment such as Athens has been a determining element in b.'s life and work. The artist views the city as an open studio: a big canvas without limits where his creatures are winking playfully to the viewers and challenge them to discover his world.

The new paintings that are featured in Corrupted Luxury comment on the dead-end lifestyle of humankind, such as overconsumption of earth's limited resources, social inequality and failure of the economic system. At the same time they attempt to inspire the real values of life, like unity, peace and love.

When looking from far away at the different works in the exhibition, you may not be able to make out the individual forms and how they interplay with each other, but as you get closer you can see Christmas trees, stuffed animal characters, military tanks, birthday cakes, hamburgers, etc. - anything and everything that people consume or throw away. His paintings introduce this contrast, which his home country faces at the moment, between the superficial and imaginary optimistic reality of its situation, and people's lifestyle through an imaginary and optimistic world.

NOTES TO EDITORS

b.: Corrupted Luxury
March 7th – March 21st
Allouche Gallery
115 Spring Street
New York, NY 10012
www.allouchegallery.com

About b.

b. is a Greek born artist living in Athens. Trained in, and working not only as an artist, but also an architect and graphic designer, b. continually and through many mediums is always creating his “b. world.”

Influenced by supermarkets, TV advertisements, huge toy stores and the architecture of shopping, b.’s work illustrates his belief in humanity and its ability to always make a pattern of random things through the choices we make. This combination of random and informed patterns actually creates the world we live in.

About Allouche Gallery

Established in 2014, Allouche Gallery is home to an international roster of some of the world’s most recognised and culturally significant contemporary visual artists. Through its highly curated exhibition program, the gallery has garnered a reputation for highlighting artists – whose work directly challenges preconceived notions of contemporary visual culture – and affirming their place in 21st Century art. Home to a select group of both established and rising artists across a variety of disciplines, Allouche Gallery represents the work of Ron English, Swoon, Faile, Bast, Paul Insect, Nick Georgiou, Lori Earley, John John Jesse and Saber.

Founded by Director, Eric Allouche – a partner at Opera Gallery for 14 years – Allouche Gallery is one of New York’s premiere commercial art galleries and the preeminent exhibitor of contemporary street art.