

MEDIA CONTACT

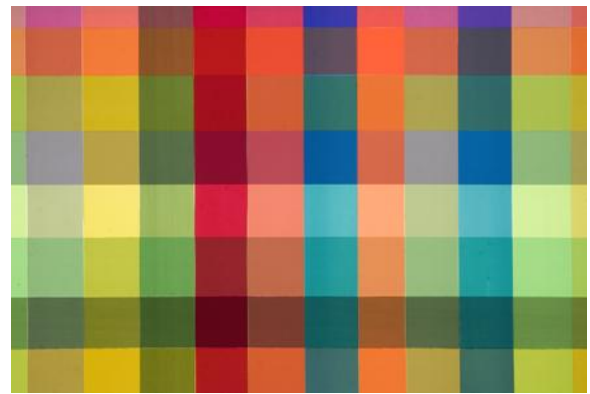
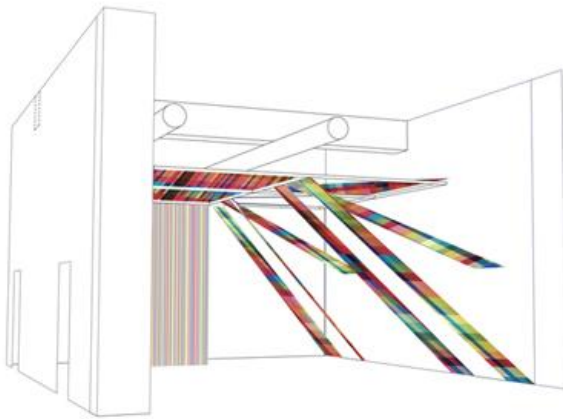
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FOR IMMEDIATE RELEASE

May 10, 2010

Megan Geckler:
Every move you make, every step you take

July 18 – October 31, 2010



Rendering, 2010, flagging tape, hardware, existing architecture, Courtesy of the artist

Pasadena, CA - The Pasadena Museum of California Art (PMCA) is proud to present *Every move you make, every step you take*, a new installation by Los Angeles artist Megan Geckler in the PMCA Project Room. Geckler's site-specific architectural installations are assembled from thousands of strands of multicolored flagging tape, a plastic ribbon typically utilized by surveyors to demarcate space on construction sites. The end result resembles an updated three-dimensional version of string art that shares the seemingly kinetic territory of the Op Art and Light+Space movements. These site-specific projects are also strongly influenced by minimalism, but retain a sense of play and delight.

The bulk of Geckler's work lies between art and design. Each installation site informs the optical order and systematic reasoning that is the foundation of her process. An entryway to a space offers multiple pathways and destinations—each with their own readymade focal point for the work. Before working, Geckler studies the intent of the architecture, the intended use for the space, and the flow

of foot traffic. She then creates a virtual model of the space, which she uses to draw her installation ideas. The flagging tape, a material the artist discovered in graduate school, becomes the surface and a point of departure for color studies, achieved by layering the material over itself, much like a painter would use a glaze, exponentially increasing the palette. Non-adhesive, like rope or yarn, but devoid of the loaded backgrounds, the tape offers immediacy. The manner in which the tape is used is obvious and deliberate. Generally, a gesture is repeated over and over until the area is completed. The freestanding sculptural forms and large-scale installations are defined entirely by their surface, hollow on the inside, challenging the notion that sculptures have both weight and volume. Essentially drawings in space, they bisect and alter perception of the architecture and become seemingly kinetic as the viewer's orientation changes. Made of translucent plastic, the installations appear to be machine-made and futuristic, concealing the handmade quality of the work.

Megan Geckler graduated from the Tyler School of Art, and received a Master of Fine Arts degree from Claremont Graduate University. Her project, *Twisted under, sideways down*, was part of the DCA Public Art Program and was installed at LAX Airport. Her work has been in solo and group exhibitions at the Torrance Art Museum, the Armory Center for the Arts, and the Craft and Folk Art Museum, amongst others.

PUBLIC PROGRAMS

Saturday, July 27, 2010

7:00 – 10:00 pm

Opening Reception for *Megan Geckler; California Design Biennial: Action/Reaction and Desire: Six Los Angeles Artists*

\$5 admission

Free for PMCA Members

RSVP: 626-568-3665, ext. 14

Sunday, October 24, 2010

3pm

Artist Talk

Megan Geckler gives a visual presentation on her body of work.

Free with admission

Free for PMCA Members

RSVP: 626-568-3665, ext. 17

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About the PMCA:

The Pasadena Museum of California Art (PMCA) is dedicated to the exhibition of California art, architecture, and design from 1850 to the present. Informed by the state's rich mixture of cultures and inspired by its impressive geography, California art has long been defined by a spirit of freedom and experimentation. PMCA exhibitions and educational programs explore the cultural dynamics and influences unique to California that have shaped and defined art in all media.

Hours:

Wednesday – Sunday, 12:00 - 5:00 pm.

The Museum is closed July 4th, Thanksgiving Day, Christmas and New Year's Day.

Admission:

\$7 for Adults, \$5 for Seniors (65+) and Students with valid ID; free to PMCA Members and children under 12. Access for people with disabilities is provided.

Location/Parking:

The Museum is located at 490 East Union Street. From the 210 Freeway, take the Lake Avenue exit. Go south and take a right on Union Street. From the 110 Freeway/Downtown Los Angeles, follow the freeway until its end, then take Arroyo Parkway and turn right at Colorado, then left at Oakland to get to Union Street. Parking is available at the Museum.

PMCA Tours:

At this time, the museum does not offer regularly scheduled docent tours of our special exhibitions. However, docent tours are available to private groups for a fee of \$75. A non-refundable deposit of \$40 is due two weeks prior to the scheduled date in order to guarantee a tour. We regret that we are unable to accommodate tours for groups smaller than 10 or larger than 50 people. Before requesting a tour, please check the exhibition calendar to see which exhibitions will be available during your visit.

A discounted group rate of \$4 per person is available for groups of 20 or more, and free admission is offered to school groups of K-12 public school students. Please call to notify us at least one week in advance for these special admission rates.

For any questions or to make reservations for a tour or group rate, please call Shirlae Cheng at 626-568-3665 x17.

PMCA Information:

For information, the please call 626-568-3665 or visit the website: www.pmcaonline.org