

SEAN ROH

MELTDOWN

FOR IMMEDIATE RELEASE

PYO GALLERY LA, LOS ANGELES, CA

OCTOBER 16, 2013

WHAT: Upcoming Exhibition: **SEAN ROH - MELTDOWN**

WHERE: PYO Gallery LA, 1100 S. Hope Street, Suite 105
Los Angeles, CA. 90015

DATES: NOVEMBER 16 – DECEMBER 28, 2013
Opening Reception
November 16, 2013 6-8 pm

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SEAN ROH - MELTDOWN - Saturday, November 16 - Saturday, December 28, 2013

Opening reception for the artist: Saturday, November 16th, from 6:00 to 8:00pm.

PYO Gallery LA is pleased to announce its forthcoming exhibition, **Meltdown** featuring the photo based mono prints by **Sean Roh** that explore the gap between delusion and reality.

In this exhibition, Sean's experimental prints address the familiarity of everyday objects to expose the technological and social systems that shape perception. Made with basic tools, liquid paint and a single lens reflective camera, Sean presents works whose glossy surfaces mimic the look and feel of advanced imagining software. While viewers might query if the pixel perfect images were altered in Photoshop, Sean intentionally photographed objects covered in a skin of dripping paint to highlight the difference between what is natural, artificially produced, present and staged.

Sean's monochromatic works critique the ways technology and mass production disable judgment. He creates optical illusions that suggest the substitution of reality with the virtual and urge the viewer to detach from the visible surface. Through his artwork Sean reinforces the need to question what we see as a way to counter the manipulations by technology and commerce.

According to the artist, delusion is triggered by our own prejudice, as changing technological forces have conditioned an automatic response, we perceive what is real as a trick and what is actually present, as an illusion. A simulation now substitutes the original and reality is blurred from of our very eyes.

This show marks Sean Roh's first solo exhibition at Pyo Gallery in Los Angeles.

In 2008, PYO GALLERY LA was established in the Downtown sector of Los Angeles, as a cultural link between Asia and the US. The gallery exhibits the work of local and international contemporary artists. Gallery hours are Tuesday - Saturday, 10 am to 6 pm. For more information or to request high resolution images for print please: email info@pyogalleryla.com