

GALLERY 1: Lucas Blalock—*The Uncertainty Principle*

GALLERY 2: Rachel Bernstein—*Inside View*

ON VIEW: July 14–August 25, 2006

FOR IMMEDIATE RELEASE

Branch Gallery is pleased to present *The Uncertainty Principle*— Lucas Blalock’s inaugural solo exhibition. Large scale photography, sculpture, and painted panels come together to form an alternate view into the concepts of memory, consumption, and the imperfection of the suburban ideal.

“...In turn, the camera came to be seen as an instrument to objectively measure the world around us, thus implying a “truth” value to the photographic image. Only in the last thirty years—feasibly bench marked by Sontag’s *On Photography* (1977) and sped along recently by digital technologies—has this most prized attribute of the photographic image come under attack. In contrast, this work is an attempt to bring into question the measuring properties of the photographic machine. I am not arguing that the camera does not record but that our experience of the world is not inherently photographic. The manipulation of these images is a form of erasure...”

Originally from Asheville, North Carolina, Blalock moved to New York state and received his BFA in photography from Bard college. After an extensive road trip across the United States, Blalock travelled back to the southeast, eventually settling in Carrboro, NC. As a represented artist, he has exhibited several times with Branch Gallery and was a part of our presentation at both *New Contemporaries* at Art Cologne (Germany) and the NADA Art Fair (Miami). His work has also been exhibited in galleries such as: Vox Populi (Philadelphia), the Jan Christensen Project (Norway) and Thread (Seattle).

The aptly titled *Inside View* is Rachel Bernsteins’ first exhibition at Branch Gallery. Using materials traditionally associated with “craft”, Bernstein reinvents these marginalized materials to explore the world of human limbs and organs. She challenges the viewer by riding the line between the beautiful and the grotesque—creating an environment that is tactile and inviting.

“The interior of the body is often presented as a subject of horror, or perhaps, as a subject of clinical interest. But the interior is also a world of great beauty. I depict components of the digestive, circulatory, and muscular systems using organic materials such as felt and needlepoint. These media emphasize the delicacy and fragility of inner organs. They transform those parts that we least like to see into objects of exquisite and gentle intrigue.”

Bernstein received her BA in Philosophy from New York University. After college she moved between New York, Chicago, and St. Louis, studying both animation and sculpture. In 2003, she moved to Chapel Hill, North Carolina, where she decided to pursue her love of art full-time. Bernstein participated in the *Coloring Book* exhibit at Branch, and was included in the group show *Paper! Awesome!* at Pigman Gallery (San Francisco).

Gallery Hours: Wed–Sat 12–6 or by appt.

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