



# UPFOR

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## UPFOR OPENS IN PORTLAND'S ART DISTRICT WITH FOCUS ON DIGITAL AND NEW MEDIA ARTISTS

Director Theo Downes-Le Guin creates new gallery for emerging artists and exhibitions that push the boundaries of artistic expression; Inaugural exhibit features Los Angeles-based artist Frances Stark

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A new commercial gallery in Portland's Pearl District will feature digital and new media artists and provide an innovative approach to presenting visual art. Upfor's founder and director Theo Downes-Le Guin created a gallery space ideal for multi-layered exhibitions that go beyond visual to include installations, performance and contextual presentations. Upfor celebrates its Grand Opening on First Thursday, September 5<sup>th</sup>. The gallery's opening exhibition presents Los Angeles-based artist Frances Stark and her feature-length digital animation *My Best Thing*, which will be on display until September 28<sup>th</sup>. Portland artist Brenna Murphy will be featured from October 3<sup>rd</sup> to November 30<sup>th</sup>.

"My vision for Upfor is to create a place for the contemporary art experience that welcomes both longtime and new art buyers. The program will emphasize new and digital media, but not exclusively," says Downes-Le Guin. "I am committed to working with local and national artists who are willing to propose big ideas, however they choose to express those ideas."

Upcoming Exhibitions:

September 5 to 28

Frances Stark *My Best Thing*

*My Best Thing* was created from transcripts of online chats between the artist and others and uses readymade animation software to create interactions between two avatars. The conversations, in turn intimate, humorous and profound, range from flirtations to politics to questions about gender communication and artistic production. Shown for the first time in Portland, *My Best Thing* was a critical and popular favorite at its premier in the 54<sup>th</sup> Venice Biennale. The New York Times called it "compulsively watchable" during its 2011 presentation at MOMA's P.S.1. A Los Angeles-based artist and writer, Stark draws from popular culture, literature and her personal life to create works on paper, sculpture, videos, and live performances. Currently on the faculty of the University of Southern California Roski Center for Fine Arts, she studied at Art Centre, Pasadena and at San Francisco State University. (Courtesy the artist and Gavin Brown's enterprise.)

October 3 to November 27

Brenna Murphy, *Poetic Models* (October) and *MSHR* (November)

A Portland resident and graduate of the Pacific Northwest College of Art, Murphy will present two installations that combine digital prints, video, found objects, sculpture produced by hand and by 3D printing and mechanical cutting devices, and performance. Through these combinations and contrasts, Murphy brings digital work into the physical realm in a balance that she calls “a perfectly cohesive, vibrating ecosystem.” Murphy is interested in digital technology’s capacity to connect and expand human consciousness. Her recent solo shows were held at American Medium in New York, Kunstverein Dusseldorf and the Yerba Buena Center for the Arts in San Francisco.

December 5 to January 25

Ben Buswell, exhibit title TBA

A solo exhibition of Ben Buswell’s recent work offers meditations on loss and mourning tinged with the unrest of personal politics. Through the doubling of images and objects, surface violations, abstraction and material choices, Buswell creates objects that collapse the distance between perception and understanding. Buswell lives and works in Portland, Oregon and received his MFA from University of Wisconsin at Madison. Recent solo exhibitions include Helzer Gallery and TILT Gallery and Project Space. His work was included in the Portland2012 Biennial and in recent exhibitions in Los Angeles, San Francisco and Seattle.

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About Upfor: Founded in 2013 by Theo Downes-Le Guin, Upfor will present both emerging and established artists working in digital and other mediums. The 1,700 square-foot gallery space offers a versatile exhibition and performance space in Portland’s visual arts district. The gallery is located at 929 NW Flanders Street, Portland, OR 97209. For information about upcoming exhibitions, please visit [www.upforgallery.com](http://www.upforgallery.com). Gallery hours are Wednesday-Saturday from 11 a.m. to 6 p.m. and by appointment.