

FOR IMMEDIATE RELEASE
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JOELLE DIETRICK **THE SHERWIN SERIES**

2011

10/27-11/23: South Gallery, Florida State College, Jacksonville, FL

10/31-12/15: Holzauer Gallery, Northwest Florida State College, Niceville, FL

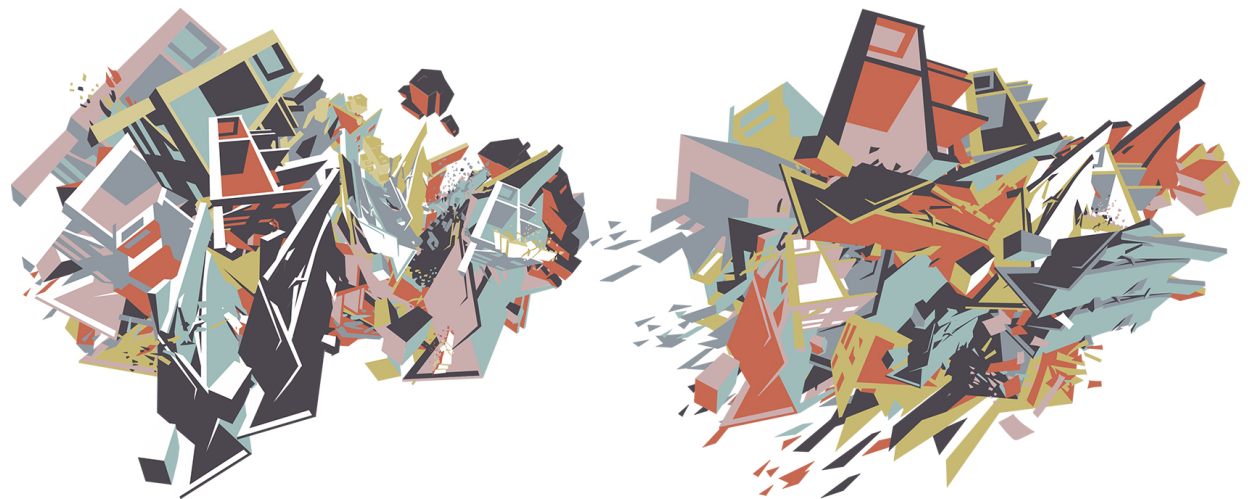
10/24-11/18: Hope Horn Gallery, University of Scranton, Scranton, PA

2012

1/15-4/15: Albany Museum of Art, Albany, GA

2/9-3/9: Kipp Gallery, Indiana University of Pennsylvania, Indiana, PA

2/3-3/31: Remote Access: Data as Art. Montserrat College of Art Gallery, Beverly, MA



The Sherwin Series

The Sherwin Series is a group of paintings, prints and animations that remix foreclosed homes and Sherwin-Williams 2007 Color Forecast paints. Sherwin-Williams chose the colors during the height of the housing bubble before the foreclosure epidemic began. Dietrick developed the series in 2010 with the end of the housing crisis not in sight.

Color forecasts have always been inextricably linked to commerce and politics. As Greg Castillo explained in his recent talk at Columbia University's conference, *Architecture and the State: 1940s-1970s*, the color choices of post-WWII domestic interior walls and appliances were exported overseas to sell the American way of life that were not always well-received. With the psychological impact of a US housing crisis in mind, Dietrick contrasts harmonious color palettes with fragmented forms. The combination looks for updated ideas for sustainable design.

This exhibition travels to other universities in Colorado, Florida, Georgia, Massachusetts, and Pennsylvania. Details in the catalog, available upon request.

Excerpts from the catalog

From Melinda Barlow's essay "Embracing Contradiction"

Conceived in Salzburg, created in Florida and Pennsylvania, and animated in Berlin...the twenty-eight prints and four paintings in *The Sherwin Series* by Joelle Dietrick attest to an artistic process invigorated by travel, and an abiding concern with the notion of home. Featuring shattered house forms in the harmonious hues of Sherwin-Williams' 2007 Color Forecast, the roofs, beams, doors, and windows flying skyward in this series evoke a housing market sent into a tailspin by widespread foreclosures, an effect even more striking when the images are set in motion.

From Denis Wood's essay "Balanced Living"

When Leonardo da Vinci wrote – in his notebooks, "Of Representing the Deluge" – "Let the dark and gloomy air be shown battered by the rush of contrary and convoluted winds bearing hither and thither numberless branches and the ruins of mountains collapsing above the rivers and blocking the valley, the pent up rivers bursting forth, the disintegration of the high buildings raising dust that like smoke or wreathed clouds rises through the descending rain," he did not have in mind the collapse of the housing industry whose waves we're still struggling to ride these three years later.

Yet it is precisely this face of the collapse – we say the word with so little attention to its figurative implications – that Joelle Dietrick confronts in *The Sherwin Series*, not just the weight of the collapse and the debris cloud invariably raised, but the way the ensuing torrent catches everything up to take it for a ride.

About Joelle Dietrick

Joelle Dietrick is an American artist and DAAD grant recipient recently based in Berlin, Germany and now in Tallahassee, FL. Her recent housing research complicates deeply rooted ideas about place. With attention given to public and private space divisions, she combines digital and traditional art media to echo the fragmentation inherent in contemporary global economic systems. Selected exhibitions of her work include MCA Chicago, MCA San Diego, Long March Space Beijing, ARC Gallery Chicago, Soho20 New York, the Tina-B Festival in Prague and Venice, Golden Thread Gallery Belfast, and Transitio MX Biennial Mexico City. Prints can be purchased through Ellen Miller Gallery in Boston. <http://www.ellenmillergallery.com>

Additional details at <http://joelledietrick.com>

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