

NEW PEOPLE SUPERFROG Gallery

Media Contact:
Erik Jansen
MediaLab
erik@medialab-pr.com
(714) 620-5017

PRESS RELEASE

FOR IMMEDIATE RELEASE:

POP ART FOR THE DIGITAL GENERATION OPENS AT SUPERFROG GALLERY IN A NEW EXHIBIT BY YU-CHENG CHOU

*Taiwanese Multimedia Artist Opens New Show At Bay Area's
Hottest Pop Culture Art Gallery*

San Francisco, CA, June 2, 2010 – NEW PEOPLE's SUPERFROG Gallery is proud to announce Taiwanese artist Yu-Cheng Chou's newest exhibition, *Because 64 Crayons Made in the USA*, opening on June 26th and running until August 1st, and curated by Cydney M. Payton.

Chou will attend a special opening party on Saturday, June 26th at 7:00pm at the Gallery, on the 3rd floor of the NEW PEOPLE building located at 1746 Post St. in the heart of San Francisco's Japantown. The public is invited to meet the artist and celebrate the show's launch.

Yu-Cheng Chou's work displays a masterful use of photographic sensibilities combined with artistic inspiration to take on weighty subjects like the globalization of cultures, the creative vocabulary of new media, and the continued assimilation of pop culture. Presented in a variety of visual mediums including photography and video, the subjects of Chou's works are often estranged from their original identity or purpose to reflect a larger purpose of how contemporary ideas can entwine or even change the viewer's perception of historical realities.

Chou is noted for displacing objects to make them hyper-accentuated, often photographing and then digitizing his subjects into potent isolation. For the show's namesake, *Because 64 Crayons Made in the USA*, he reassigns the status of a beloved box of rainbow colored crayons from plaything to display-thing.

"Chou's artistic practice is located in the nomadic pursuits of the Digital Generation and working with new media, digital photography and video, he creates a world of grand illusion," says the exhibit's curator, Cydney M. Payton. "We invite the Bay Area to explore this intriguing new exhibit."

"This latest SUPERFROG exhibit is a great example of the kinds of multi-cultural artistic collaborations that NEW PEOPLE is committed to developing," says Seiji Horibuchi, the founder of NEW PEOPLE. "Yu-Cheng Chou's art has a resounding world view that evokes the very

essence of pop culture in its presentation and we're honored to present the work of this talented artist in this new show."

Born in Taiwan in 1976, Yu-Cheng Chou currently lives and works in Taipei. Chou holds a B.A. from the National Taiwan University, Taipei and an M.A. from the Ecole Nationale Supérieure des Beaux-Arts, Paris, France. In 2005, he received the Taipei Award for Excellence. This is Chou's first exhibition at SUPERFROG, and in San Francisco. His inaugural U.S. exhibition was at the Museum of Contemporary Art Denver in 2008. He has exhibited internationally including Open Art Contemporary Art Center, Taipei, Taiwan; Galerie ColletPark, Paris, France; and Bruxelles Expositions, Belgium.

For more information on the Yu-Cheng Chou exhibit or the SUPERFROG Gallery, please visit: www.superfroggallery.com.

About the Curator

Cydney M. Payton is the former CEO and Chief Curator of MCA Denver. In recent years, she was the curator for *Over One Billion Served*, the first U.S. exhibition of Chinese photography featuring Zhao Bandi, Zhang Dali, and Wang Qingsong. She also curated exhibitions of David Altmejd, Larry Bell, Lynda Benglis, Candice Breitz, Yang Fudong, Damien Hirst, Chris Ofili, Rex Ray, and Collier Schorr. Group exhibitions have included work by J-Pop masters, Yoshitomo Nara and Takashi Murakami. Her new book, *The Legend of Bud Shark and his Indelible Ink* was released in December 2009 and features Bay Area artists Don Ed Hardy, Enrique Chagoya, and Hung Liu.

About SUPERFROG Gallery

The SUPERFROG Gallery is a spacious exhibit space located on the 3rd floor of NEW PEOPLE. With a name inspired by a short story written by Haruki Murakami called "Super-Frog Saves Tokyo," SUPERFROG provides a direct link to emerging artists that draw their inspiration from Japanese popular culture. More info at: www.SUPERFROGGallery.com

About NEW PEOPLE

NEW PEOPLE offers the latest films, art, fashion and retail brands from Japan and is the creative vision of the J-Pop Center Project and VIZ Pictures, a distributor and producer of Japanese live action film. Located at 1746 Post St. in the heart of San Francisco's Japantown, the 20,000 square foot structure features a striking 3-floor transparent glass façade that frames a fun and exotic new environment to engage the imagination into the 21st Century. A dedicated web site is also now available at: www.NewPeopleWorld.com.