



THE STANDARD, HOLLYWOOD DEBUTS RASHAAD NEWSOME'S *ICON* PROJECTION: 24/7 INSTALLATION

The Standard, Hollywood in collaboration with Art Production Fund present its latest installation *ICON*, a digital art compilation by Rashaad Newsome as part of the Projection: 24/7 series. Newsome's work will be on view from July through November.

ICON depicts the fusion of architecture and body, the stillness of structure counter-poised with the frenzy of movement in a three-dimensional environment. Newsome's video compilation features ribbed vaults and domes from medieval British and European cathedrals with layers of imagery, music, gyrating movement of queer black bodies and animates. The holy origins create a contrast while inverting and subverting the overall structure.

The art compilation is a synthesis of several of Newsome's interests over the last ten years including baroque, heraldry, hip hop culture, vogue, fem performance, architecture and ornament. The video acts as a reawakening of the carnivalesque aspects of the medieval 'world turned upside down', a ritual inversion-subversion of expectations.

ICON installation will be on display as part of The Standard, Hollywood's Projection: 24/7 series shown in the lobby and on in-room dedicated TV channels at both The Standard, Hollywood and The Standard, Downtown LA. The Standard embraces artists through continued art installations and in past months, The Standard, Hollywood has featured Projection: 24/7 artists Flatform, Casey Legler, Shannon Plumb, C.T. Jasper and more.

ABOUT RASHAAD NEWSOME

Rashaad Newsome's work is hinged on the sampling and the recontextualizing of contemporary cultural elements in tradition frameworks. Using the equalizing force of sampling, he crafts compositions that frequently surprise in their associative potential and walk the tightrope between identity politics and abstraction. Newsome's collages, videos, sculptures, performances and sound pieces work to oppose cultural essentialisms. They lead us into a realm of uncertainty, in which the symbols presented lose significance, but are nonetheless made comprehensible. Newsome earned his BFA from Tulane University in his native New Orleans, The Studio Museum in Harlem. His work is included in such public collections as the Brooklyn Museum, the San Francisco Museum of Modern Art and the Whitney Museum of American Art. He has been the recipient of such awards and residencies as The Louis Comfort Tiffany Foundation Award, New York, NY; and The Headlands Center for the Arts, Sausalito, California, among others.

ABOUT ART PRODUCTION FUND

Art Production Fund (APF) is a 501(c)(3) non-profit organization dedicated to commissioning and producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Co-Founders: Yvonne Force Villareal and Doreen Remen, Director: Casey Fremont.

ABOUT THE STANDARD

The Standard frequently collaborates with artists on publications, products, installations, and events throughout its network of properties and shops. Standard Press has published books by Andrew Kuo, Dzine, and JR & José Parlá. The Shop at The Standard has produced editions with artists including Julia Chiang, Wes Lang, Tomokazu Matsuyama, Ryan McGinness, Tomoko Sugimoto, KAWS, and José Parlá among others.

For more information about The Standard, visit StandardHotels.com, StandardCulture.com, and Instagram, @thestandard.

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