

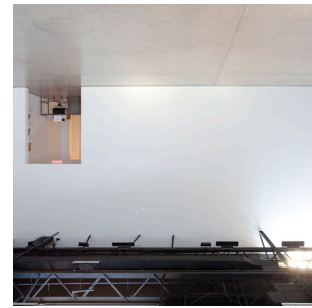
For Immediate Release:

J E P P E H E I N

303 Gallery, 547 West 21st Street

January 28 – March 5, 2011

Opening Reception Friday, January 28, 6:00 – 8:00 pm



303 Gallery is proud to present our second exhibition of new work by Jeppe Hein.

Outside the gallery, the lens of a telescope beckons viewers to peer inside the gallery space. By looking into the telescope's lens, viewers become aware that the expected panoramic view will be satisfied in the figurative sense only. "Upside Down" subverts the expected view by reflecting the gallery space turned upside down. Viewers will step back surprised and take a closer look through the gallery's window without the telescope again in order to find out what they seem to have overlooked with the naked eye. This allegorical play on the constant dialogue between expectation and vision, truth and imagery is also extrapolated through "With Your Own Eyes," a hole in the gallery wall through which a viewer will see a reflection of his own eye rather than a voyeuristic view through a private space inside the gallery.

For "360° Gallery Photo Edition," Hein has created a mechanism that exposes images in exact 15 degree intervals throughout a 360 degree cycle. Photographing the gallery space in its empty state and creating a printed document of the results, the viewer is able to take a mathematical stock of the precise space he is in at any given moment. Removing any trace of the sacrosanct notion of the art institution as a consecrated space, Hein seems to embrace the minimalist ideal of arbitrary definitiveness. "Light Pavilion," several chains of light bulbs hang down from the ceiling on strings. When visitors enter the space the light chains slowly move upwards. After a short period of time, an accessible pavilion of light chains appears that slowly sinks down again. Visitors exploring the back room are suddenly facing a member of the gallery staff pedalling on an exercise bike, the source of the kinetic energy which animates the light itself. Again upending the notion of art's supernatural power, Hein breaks down the wall between creator and spectator, and the artistic process itself is sidestepped in favor of collective experience.

Jeppe Hein has had recent solo exhibitions at Neues Museum Nürnberg, Germany; Indianapolis Museum of Art, USA; PICA, Perth, Australia, and ARoS Aarhus Kunstmuseum, Denmark. In 2011, he will open solo exhibitions at 21st Century Museum of Contemporary Art, Kanazawa, Japan; Art Tower, Mito, Japan and Johann König, Berlin. He has participated in solo and group exhibitions at Museum of Contemporary Art, Chicago; Contemporary Art Gallery, Vancouver; Tate Modern, London; Sculpture Center, New York; Barbican Art Centre, London; Centre Georges Pompidou, Paris; MOCA, Los Angeles; P.S.1 MOMA, New York and 50th Venice Biennale. Catalogues of Hein's work have been published by ARoS Aarhus Kunstmuseum, Musée d'art contemporain de Nîmes, Koenig Books, Villa Manin, and the Centre Pompidou. Hein lives and works in Berlin.

303 Gallery represents the work of Doug Aitken, Laylah Ali, Valentin Carron, Anne Chu, Inka Essenhigh, Hans-Peter Feldmann, Ceal Floyer, Karel Funk, Maureen Gallace, Tim Gardner, Dominique Gonzalez-Foerster, Rodney Graham, Mary Heilmann, Jeppe Hein, Karen Kilimnik, Florian Maier-Aichen, Nick Mauss, Mike Nelson, Kristin Oppenheim, Djordje Ozbolt, Eva Rothschild, Collier Schorr, Stephen Shore, Sue Williams, and Jane and Louise Wilson.

303 Gallery is open Tuesday-Saturday from 10 am - 6 pm. For further information please visit us at www.303gallery.com or contact Lisa Spellman, Mari Spirito or Barbara Corti.