

PULSE NY 2015

BOOTH A13

Thursday, March 5, 2015 - Sunday, March 8, 2015



New York, NY (February, 2015)— For the 2015 edition of *Pulse New York*, C24 Gallery is pleased to present the works of artists **Nick Gentry**, **Katja Loher**, **Irfan Önürmen**, and **Robert Montgomery**.

Nick Gentry (UK) integrates obsolete technology into his artwork, primarily floppy disks and film negatives, placing an emphasis on recycling outdated media and reusing objects. While floppy disks are mostly regarded for the information they store, Gentry examines their aesthetics instead. His work reflects on the quick pace of technology and how easily we forget what is deemed obsolete. On exhibition will be Gentry's portraits of anonymous strangers that examine identity. The portraits incorporate floppy disks sent to him from around the world, with each disk containing an individual's anonymous personal files.

Katja Loher (Switzerland), a prominent member of the next generation of video artists, will present several of her captivating works, which take video out of the conventional modern contexts, such as the black box or projection screen. The borders of her chimerical world exist within wall-mounted hand-blown glass bubbles, and video projected onto floating orbs. By peering into these glass orbs, the viewer enters a parallel universe entirely scripted, choreographed and filmed by Loher.



İrfan Önürmen presents his signature, cut-fabric collage style. Önürmen's work unveils the layered relationships and discrepancies between personal and public experience as seen through the lens of the contemporary media.

Robert Montgomery (UK) will present a signature light work, a watercolor and a woodcut. Montgomery's work follows a tradition of conceptual text art, to which artists such as Jenny Holzer and Lawrence Weiner also subscribe. Although linked with his London predecessors of the YBA generation, Montgomery stands out by drawing from examples of public interventionist strategies and brings a poetic voice to the lineage of text art. The often pacifying nature of his poetry suggests a steady faith that humanity can heal the ecological and emotional trauma of our times through collective awareness and effort.

Since 2005, **PULSE Contemporary Art Fair** has been the premiere satellite fair for the discovery and acquisition of cutting-edge contemporary art. With annual editions in Miami Beach and New York City, the fair cultivates a supportive environment for its international community of galleries and provides a platform for their growth and expansion in the contemporary art market. From its inception, **PULSE** has presented thoughtfully-curated exhibitions and ever-evolving programming that reflect the fair's commitment to making the visitor experience a dynamic one.

About C24 Gallery

Based in New York, C24 Gallery opened its doors in 2011 as a gallery of international contemporary art that focuses on artists from diverse geographies. The gallery is dedicated to identifying and providing a platform for international artists who are often at an early stage of their career or who have already achieved critical acclaim outside of New York. The gallery represents artists who work in all media, including painting, sculpture, photography, film, video, drawing, printmaking, and installations.

For more information about C24 Gallery please visit <http://www.c24gallery.com>

PULSE New York

March 5 - 8, 2015

Thursday March 5 1pm-6pm

Friday March 6 11am-8pm

Saturday March 7 11am-8pm

Sunday March 8 11am-5pm

The Metropolitan Pavilion

125 West 18th Street

New York, NY

BOOTH A13

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