

DILLON GALLERY / Press Release

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PER FRONTH 'S NEW EXHIBITION *EVOLUTION OF MELANCHOLY* AT DILLON GALLERY, NEW YORK
OCT 7TH - NOV 6TH 2010 Opening Reception: Thursday Oct. 7th 6 - 8 pm

US BOOK-RELEASE OF PRESS PUBLISHING RETROSPECTIVE VOLUME ABOUT THE ARTWORK OF PER FRONTH

In *EVOLUTION OF MELANCHOLY* - a retrospective collection of works by Per Fronth addresses the dilemmas facing the Human Condition - a recurring theme in Fronth's artistic output. Choosing visually exotic environments as backdrops to discuss contemporary issues, the exhibition will expose the public to his latest series *Theatre of War* - the ongoing conflict in war-torn Afghanistan - where Fronth spent time with the Norwegian forces participating in the International Security Force ISAF. He is among the first artists to be allowed to visit and work in the war-zone.

Known for his large mixed media compositions Per Fronth's *EVOLUTION OF MELANCHOLY*, focuses on three major storylines in his artistic production, inspired and drawn from his controversial - and yet successful series *Xingu Chronicles* (1998), *BLOODLINES* (2000) and *Theatre of War* (2009).

US BOOK-RELEASE PRESS PUBLISHING: PER FRONTH

The 304 page book of the artwork of Per Fronth is the largest retrospective volume of his works till date. Introduction by John August Wood, Professor in Photography and English Literature (US) and text by Cecilie Tyri Holt, Arthistorian, (NO).

The book, written in English with Norwegian as the secondary language has already sold over 4000 copies in Norway. And it is already collecting awards; the book won the Diploma for best design in the Norwegian Bookpublishers Association annual competition 2010.

The book will be distributed in the US by D.A.P. Distributed Art Publishers and will be available online at artbook.com

ISBN: 9788275473644 |

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Per Fronth is available for media interviews upon request.

He will be installing the exhibition on Tuesday and Wednesday.

HighRez images available for media at www.perfronth.com

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More info about the works in *EVOLUTION OF MELANCHOLY*

Xingu Chronicles is a series of works from the peoples in the Amazonian rainforest and their struggle to maintain control over their own territory - up against the financial muscles of multi-national companies seeking to exploit their land and resources. It focuses on the close relationship between man and nature as seen from a visitor himself living in the middle of an urban New York jungle. The exhibition was a tremendous success when first presented to the public at Dillon Gallery in 1998.

It fully established Per Fronth's artistic career.

BLOODLINES - The Duke of Beauforts Foxhunt was first presented in London at Candid Arts Trust in 2000. In this work Fronth examines the relationship between Man and Nature (or Town and Country) hunting with Lord Suffolk and Prince Charles in the English countryside. Foxhunting in Britain has since by law been abandoned. The successful exhibition was very controversial when it was first presented -

16 policemen were assigned to the opening for security purposes. It received massive media attention the British press. The award-winning film "Ode To a Hunter" - 5 min - showing *one-and-a-half-second-in-the-life-of-a-fox-escaping-Prince Charles-on-the-Duke-of-Beauforts-foxhunt* was invited to the official programs to Sundance, Toronto and Berlin film festivals.

Facts about Per Fronth:

Per Fronth, born 1963, is an internationally renowned Norwegian artist, represented by galleries and museums worldwide. His works are in the permanent collections of Museum of Modern Art, Wakayama, Japan, Biblioteque Nationale, Paris, Sørlandet Kunstmuseum, Norway, as well as in numerous private collections, like Sting & Trudie Styler and former US Vice President and Nobel Peace Prize Laureate Al Gore.

Fronth has been awarded numerous large scale commission works; the latest to be installed in the lobby of the Grand Hyatt New York hotel in New York in October 2010.

Per Fronth is one of Norway's most popular - and controversial artist; his works receiving admiration from collectors, critics and public alike - resulting in a string of sold-out exhibitions in both New York and Norway.

Fronth's storylines often include challenging aspects of the Human Condition. He has made many controversial - and yet successful exhibitions, like the *Xingu Chronicles*, New York, 1998 about the peoples of the Brazilian rainforest, *Bloodlines*, London, 2001, focusing on the now outlawed English foxhunt with Prince Charles - and last year's success *Theatre of War*, the struggle in war-torn Afghanistan.

He works with photography as his raw-material, creating paintings with representation of reality as only one of his work's components, making his art a unique voice in contemporary art.

Per Fronth was awarded the title Nobel Artist 2009 - being selected to create the Nobel Peace Prize Diploma - given in 2009 to US President Barack Obama. This made Per Fronth the first photographer to be given the honor of making the Diploma.

The Norwegian publisher, Press Forlag, published in 2009 the first major survey of Per Fronth's works till date. The book will be released in the US in October 2010 by DAP and artbooks.com.

Per Fronth is also an award-winning director. His short-films "Ode to a Hunter" (2000) and "Godiva" (2001) have been selected for the Official programs for Berlin, Toronto and Sundance film festivals.

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