

OSMOS

ADDRESS



MARCELO KRASILCIC #PHOFOAM

Opening: February 6, 2013 6-9pm

February 6 2013 – February 28, 2014
Tue – Fri 11 am – 5 pm and by appointment

"Phofoam" is a live work that engages the audience to participate in Phofoaming, which means photographing and being photographed wearing polyurethane foam pieces in different shapes and sizes that will be available to wear

and share. Everyone is invited to take photographs and upload them with a #Phofoam hashtag, creating a live online archive of this project by Marcelo Krasilcic.

The exhibition at OSMOS Address will include several photographic works featuring pieces of foam in specific configurations. The prints are made one to one scale with the object they feature to draw attention to the immediacy and intimacy of every experience this artist creates -- from the performative to the photographic. *U & I* (2014), a 24 x 18 inch photograph of pastel colored foam in a plexi glass box resembles a mirror on the wall. Although the photographic medium makes this flexible object into an inert and plastic material, the title brings back to life its once vital and flexible nature to invite the viewer to be active once again. Every encounter with Krasilcic brings something new to light and something unexpressed to life.

Marcelo Krasilcic is a Brazilian American photographer born in São Paulo. He relocated to New York in 1990 to study art and photography at New York University. Soon after graduating at NYU, he started exhibiting his artwork and helped define the 1990's aesthetic while creating images for magazines such as Purple, Dazed & Confused, Self-Service and Visionaire. Marcelo's further contributions to magazines such as Harper's Bazaar and Vogue Hommes International, as well as album covers for bands such as Everything but the Girl, solidified his influence in the international fashion and portrait industry. Since then, he has created campaigns for Nike, Moët & Chandon and Bergdorf Goodman among many others; and photographed actors and musicians such as Chloë Sevigny, Willem Dafoe, Joaquin Phoenix, M.I.A., Caetano Veloso and Drake. Marcelo's work has been exhibited at the Institute of Contemporary Art, Boston; at the Centre Pompidou, Paris; the Centro Cultural do Banco do Brasil, Rio de Janeiro and at the Museu de Arte Moderna de São Paulo (MAM-SP).

OSMOS is a fully integrated international program of curatorial and editorial activities, with OSMOS Books, OSMOS Magazine, OSMOS Preserves and OSMOS Address, our new project space for art gatherings, publications, and exhibitions in the East Village Manhattan storefront that was once a saloon frequented by Emma Goldman and other radicals.

For more information, please contact:

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