

**«My desire is to set up a situation to which I take you and let you see. It becomes your experience.» James Turrell**

PRESS RELEASE

**James Turrell «From the Guggenheim, Aten Reign»**

**Opening: Wednesday, May 13 2015, 6 – 8 pm**

**Exhibition: until August 15, 2015**

**Summer break July 27 – August 10, 2015**

**James Turrell (\*1943, Los Angeles) is one of the most important artists of our time. This fact was testified again by the worldwide resonance in the media to his large-scale temporary installation «Aten Reign» at New York's Guggenheim Museum in 2013. Häusler Contemporary now exclusively presents in Switzerland a set of unique inkjet prints on paper that resulted from this widely celebrated exhibition.**

Since the beginning of his artistic career James Turrell has been dedicated to the various manifestations that light can take. His work fascinates people around the globe from all social classes. Light is considered to be the medium that makes the world visible to us. However, with his large-scale installations, James Turrell makes us experience light as physical matter, as solid figure and volume, thus raising questions regarding our perception. The artist therefore repeatedly stresses that his unique art is best termed «Perceptual Art».

On the occasion of James Turrell's 70<sup>th</sup> birthday in 2013, three major US museums honored the jubilee with extensive exhibitions. Each of the shows at the Los Angeles County Museum (LACMA), the Museum of Fine Arts, Houston, and the Solomon R. Guggenheim Museum in New York was different, and the one in New York, especially, caused an international sensation. For this exhibition, Turrell designed a complex construction that turned Frank Lloyd Wright's famous rotunda into one of the artist's largest «perceptual spaces» to date.

For once, the central area of the museum could be admired only from the ground floor. Looking up to where a glass dome normally uncovers a glimpse of the sky, thanks to James Turrell's intervention, the viewer now was provided with a breathtaking orchestra of changing light and color nuances that stimulated marveling, contemplation, and repose. From the conceptual point of view, «Aten Reign» was a combination of Turrell's «Ganzfeld Pieces» that dissolve the structure of a room in seemingly infinite depths, and a «Skyspace», small architectural works that leave an opening in the roof, thus allowing for an interplay of natural and artificial light.

**Häusler Contemporary Zürich AG**  
Stampfenbachstrasse 59  
8006 Zürich

**Telefon 0041-43-810 04 26**  
**Fax 0041-43-810 04 27**

**[galerie@haeusler-contemporary.com](mailto:galerie@haeusler-contemporary.com)**  
**[www.haeusler-contemporary.com](http://www.haeusler-contemporary.com)**

After the closing of the exhibition at the Guggenheim Museum, it is not only in the memory of those 600'000 visitors that this unique event persists. We are delighted to present at our gallery a set of 32 inkjet prints on paper that arose from «Aten Reign». In total, James Turrell developed three different image series from it. Each of these series was produced only once. This means all the 32 pieces exclusively on view in Zurich are unique copies, each depicting a different moment of the installation. Grouped into ten triptychs and two single works, the subtly nuanced colors of these photographic prints revive the impressive cue states of «Aten Reign» on small formats. Whereas the installation drew near the sublime in regard to dimension and effect, surrounding and overwhelming the viewer, thus touching him inside, the works on paper allow for a personal approach by their intimate format.

Along with Set II of the «Aten Reign» prints we will present in our exhibition a light piece from James Turrell's «Magnatron» series.

*Deborah Keller, Häusler Contemporary*

If you have questions, please contact Deborah Keller, +41 43 810 04 26, [dk@haeusler-contemporary.com](mailto:dk@haeusler-contemporary.com)

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