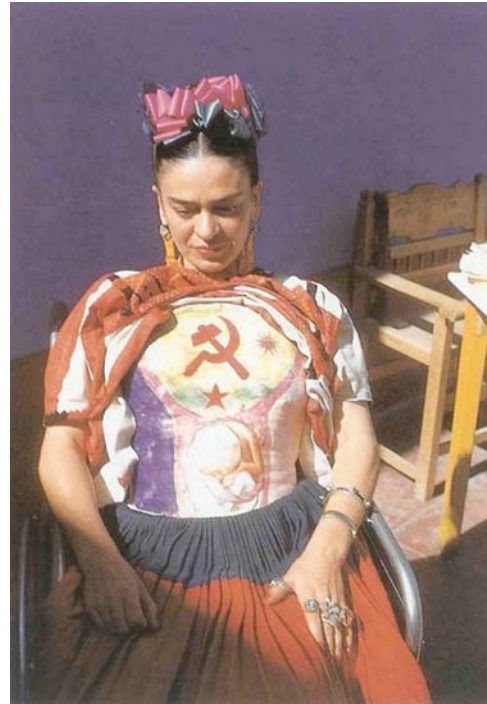


Inaugural Exhibitions Showcase Frey Norris Future



Sherin Guirguis, *Qasr El Shoaq*



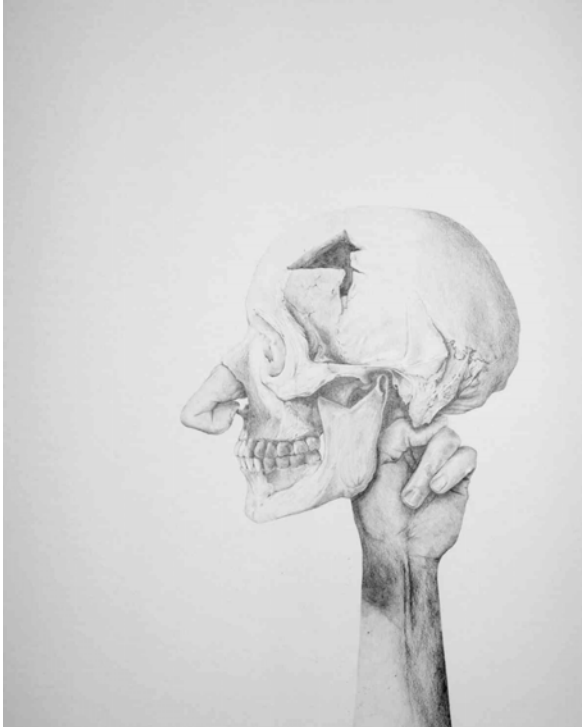
Frida Kahlo, *Frida's Plaster Corset with a Hammer and Sickle (and Unborn Baby)*

New Location & Architectural Design Creates Balanced Spaces for Contemporary and Modern Collections

January 2011, San Francisco, CA.—Celebrating the Grand Opening of Frey Norris' new San Francisco location, designed by international architectural firm Gensler & Associates, Frey Norris will open their new space to the public on February 26, 2011 with two exhibitions. Frey Norris will inaugurate their new galleries with *PANGEA: Art at the Forefront of Cultural Convergence* in the new Frey Norris contemporary space, and *EXULTATION: Sex, Death and Madness in Eight Surrealist Masterworks* in Frey Norris' modern gallery. The new Frey Norris galleries, located on Jessie Street in the heart of San Francisco's arts district, are specifically designed to house the gallery's two areas of expertise, contemporary and modern, as well as a library, storage and office spaces.

PANGEA: Art at the Forefront of Cultural Convergence

February 26 – March 26, 2011



Dana Harel, *The Original Mr. Jacob*



Zhong Biao, *Fragmented*

PANGEA: Art at the Forefront of Cultural Convergence marks the inaugural Contemporary exhibition in Frey Norris' new Jessie Street galleries. Eight artists have made paintings, works on paper, sculpture and videos specifically for this debut, designed to highlight the versatility and sightlines of the Gensler-designed space. Contributing artists are Rina Banerjee, Lionel Bawden, Zhong Biao, Sherin Guirguis, Dana Harel, Kate Eric, Ranu Mukherjee and Laurel Roth. Their art embodies the rapidly evolving and dissolving boundaries that distinguish artists' interests and approaches across countries, cultures and continents. The similarities between different artworks reflect the rapid dissemination and assimilation of ideas that virally pass around the world on a daily basis, both as popular and as so called "high" culture. They also reveal a deliberate trans-cultural Frey Norris sensibility around the selection of artists and curation of exhibitions. Alternate histories, non-western mythologies and uncommon memes prevail in a fresh and expanded Frey Norris roster. These artists, and world citizens, embody and explore the dissolution of cultural boundaries, while in some cases celebrating and mining their own cultural and intellectual inheritance. *Pangea* celebrates the new Frey Norris space on Jessie Street and gives audiences a sampling of what to expect in the years to come.

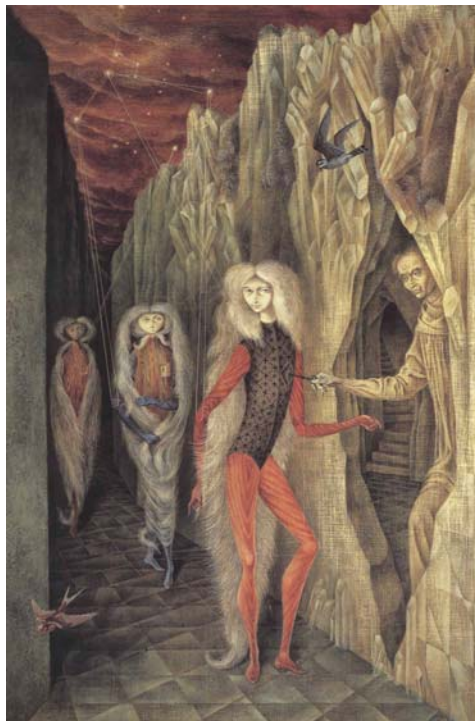
EXULTATION: Sex, Death and Madness in Eight Surrealist Masterworks

February 26 – April 30, 2010

"The task of the right eye is to peer into the telescope, while the left eye peers into the microscope. " - Leonora Carrington -



Yves Tanguy, *Sans Titre*



Remedios Varo, *Portrait of Dr Ignacio Chavez*

The eight artists in the gallery's inaugural Modern exhibition, *Exultation*, demonstrated what would have been expansive worldviews for their times, insatiable curiosity, intense introspection, an unrelenting pursuit of the ecstatic, a romance with madness, unrestrained libido and even a preoccupation with death. Like many of the Modernist painters, they sought modes of expression that explored utopian freedoms, at times through gateways of dystopian social collapse. Situated in a section of the gallery specifically designed for Frey Norris' Modern collections, seminal paintings and one sculpture will occupy the new space. Created from the 1930's to 1960's by artists Leonora Carrington, Paul Delvaux, Frida Kahlo, Wifredo Lam, Wolfgang Paalen, Yves Tanguy, Dorothea Tanning and Remedios Varo, the exhibited works vary from abstraction to images ripe with magic, frightening decay and liberated sexual innuendo. A feeling of exultation, a celebration of being alive, of liberation from the everyday and of radical personal freedom comes down through the decades in these beautiful and distinctive artworks.

About Frey Norris Contemporary

Frey Norris' contemporary program serves as a platform to promote and present compelling artists working today from around the world. The art on display is a reflection of the gallery's expertise in the global art market. Wendi Norris notes, "Through the exhibition of impactful and often provocative art, Frey Norris is involved in what we see as a very fundamental shift in risk-taking, engendering the possibility that the visual arts may facilitate a true global exchange of ideas and honest debate—a paradigmatic change in one's thought process."

About Frey Norris Modern

Frey Norris' modern program is home to one of North America's most significant collections of Surrealist art from the 1920's to the 1960's, available for sale in a private gallery. Comments Raman Frey, "Much of our modern programming centers around the concept of highlighting historical figures from the early and mid-twentieth century, gaining recognition for brilliant artists that were unfairly disadvantaged, be that because of gender, nationality or an unhappy accident of geography."

About Frey Norris

In 2003 Raman Frey and Wendi Norris began creating a compelling program of exhibitions with a strong focus on the global arts market. Since the gallery's inception, Frey Norris Contemporary & Modern has introduced major international artists through their first exhibitions in the United States, and conversely facilitates its American artists' visibility within the United States and abroad. Thoughtful collectors from around the world turn to Frey Norris as a partner in the selective building of their art collections. These collections combine the clients' tastes and curatorial aims with Frey Norris' savvy and connoisseurship, as well as the gallery's ability to identify high quality and rare contemporary and modern works of art.

Emblematic of the gallery's trans-cultural nature are both the artists themselves and the content of their work. From its original Geary Street location to the current 5,100 square foot Gensler-designed space near SFMOMA, Frey Norris integrates its contemporary and modern artists into the global community of art professionals, institutions and collectors. Frey Norris works with artists on gallery exhibitions, facilitates museum exhibitions around the world, project manages the fabrication and placement of public art, develops projects in cooperation with arts non-profits, publishes exhibition catalogues, facilitates the creation of artist monographs, spearheads media outreach and exhibits at prominent international art fairs.

With professional backgrounds in art and antiquities, executive management and economics, coupled with similar ethics and ambitions, the Frey Norris partnership was inspired from the outset. Integral to the gallery's success is the sense of teamwork

161 Jessie Street San Francisco, CA 94105

T 415.346.7812 F 415.346.7877

www.freynorris.com

Frey and Norris have created, based on their mutual commitment to the pursuit of art as an intellectual endeavor, as well as a belief in art as a vehicle for the healthy exchange of ideas. The partners allocate a large portion of their time and energy staying informed of global art trends and ideas, aiming to connect these to the local and national picture – a rare, ambitious and broad awareness that Frey Norris is committed to maintaining.

Frey Norris exhibitions and artists have regularly been reviewed and featured in such publications as *ArtForum*, *The International Herald Tribune*, *The New York Times*, *The Economist*, *The San Francisco Chronicle*, *Art in America*, *ARTnews*, *Art Ltd.*, *Art Week*, *7x7 Magazine*, *Yishu Journal of Contemporary Chinese Art*, *SF Weekly*, KQED's *Spark*, *CNBC*, *ABC*, *NPR*, *Univision* and on the Internet at *Artnet*, *SF Gate*, *Artslant*, *Flavorpill* and *Shotgun Review*, among others.

Frey Norris has placed works in and has loaned works to museums and important collections around the world, including the Fine Arts Museums of San Francisco, The Cantor Arts Center at Stanford University, Seattle Art Museum, San Francisco Museum of Modern Art, Museum of Art and Design in New York, Los Angeles County Museum of Art, The Aldrich Contemporary Art Museum, Palazzo Reale in Milan, Museo Nacional de Bellas Artes in Argentina, Vancouver Art Gallery, and the Museo de Monterey and Museum of Modern Art in Mexico.

For more information, interviews, or jpegs contact:

Wendy Norris; Norris Communications
wendy@norriscommunications.biz

T: (415) 307-3853

or

Melissa Bernabei; Frey Norris Contemporary and Modern
melissa@freynorris.com

T: (415) 346-7812

Frey Norris Hours:

Tuesday—Saturday 11:00 am to 6:00 pm

Closed on Sundays and Mondays

www.freynorris.com

161 Jessie Street @ New Montgomery; San Francisco, CA 94105

Gallery Phone: (415) 346-7812