

FOR IMMEDIATE RELEASE

Vero Beach, Florida – January 22nd, 2014

Alternative Art Space Opens at Art Stroll with Group Exhibition

Five Vero Beach creatives come together to create experimental art project space for the contemporary arts

On Friday, February 6th, the evening of Main Street Vero Beach's Art Stroll, Project Space 1785 (PS1785) will open its first group exhibition titled *Immediate Delay* curated by James Ruby Barsalou. PS1785 is an experimental project space co-founded by Aric Attas, James Ruby Barsalou, Jared M. Thomas, and Neli Santamarina. The exhibition will include a video & audio installation by Aric Attas, photographs by Vero Beach natives Jared Thomas and Augie Ruiz, and a video installation by new local resident James Ruby Barsalou. In addition, the collective of artists has crowdsourced a zine library which will include self-published works from across the country.

The exhibition space might be difficult to track down but the hunt is well worth the effort. Only two blocks from Vero Beach's arts district is a small strip mall on the corner of Old Dixie Highway and 18th street. The quaint commercial building was recently acquired by South Beach Place boutique hotel owner, Neli Santamarina. She believes that there has been a steady undercurrent of young families drawn to Vero Beach for its affordable cost of living and quality of life. Although there is already a thriving arts community in the area, these young people are looking for more contemporary and innovative art events. Santamarina believes that PS1785's gallery concept could possibly stimulate the next generation of artists in Vero Beach.

The opening reception will begin at 7 pm and an acoustic performance by musician and exhibiting artist Jared Thomas at 9 pm. Neighbor and popular eatery Chive will keep its doors open late for the opening reception. Local French bakery Patisserie has donated a platter of goods and PS1785 will provide cocktails and wine for donations.

For more information about the artists or Project Space 1785, please visit links below or contact James Ruby Barsalou @ 951.640.6758 / james@jamesrubybarsalou.us

Project Space 1785

1785 Old Dixie Highway

Vero Beach, Florida 32960

E-mail: ProjectSpace1785@gmail.com

Website: <http://projectspace1785.tumblr.com/>

Event Link: <https://www.facebook.com/projectspace1785>

Exhibiting artist statements:

Aric Attas' current photo-based works are a reflection of his meditation practice and study of Kabbalah. These parallel practices use light to engage the mysteries of creation and the infinite. The Four Worlds sets up dynamic interactions between four layers; video, translucent photograph, audio and the viewer. He seeks to create an immersive space in which the viewer can experience a slowly shifting atmosphere of deep sapphire light, enveloping ambient soundscapes and their own perceptions. The work is inspired by the installations of artists such as Laszlo Moholy-Nagy, Bill Viola and James Turrell. <http://www.photonlab.com/>

James Ruby Barsalou is a working artist living in Vero Beach, Florida. He received his BA from University of California, Riverside in 2013. Barsalou has been regularly and actively exhibiting nationally and internationally since 2012. His work seeks to challenge human perception by means of virtual and physical gestures. With the prevalence and accessibility of technology and information, a large majority of human interaction is experienced through a context via a digital channel. His work seeks to organize, identify and interpret this sensory information through the arrangement, creation, and virtual modification of objects and environment. With the aid of digital software and technology Barsalou pulls from his immediate environment to create juxtapositions of representation and reality through installation, photography, and video. His artistic practice also extends into curatorial and community involved projects. He has curated seven shows in the Greater Los Angeles area with JAHZ Project Space and is the curator for Project Space 1785's *Immediate Delay*. <http://jamesrubybarsalou.us/>

Jared Thomas' work may be considered in the realm of other contemporary photographers such as Ralph Gibson and William Eggleston. Gibson due to his affinity for light and composition as well as his signature high contrast black and white style and Eggleston for his casual approach and unwavering ability to create brilliant and compelling images in the midst of a seemingly mundane reality. He states, "My interest in photography stems from a desire to capture moments and settings that I find to be challenging or thought-provoking in some way. I enjoy the physical act of venturing outside with a camera to wander aimlessly in search of instances worth documenting. By photographing mundane and often overlooked scenes of everyday life, I hope to inspire a heightened sense of awareness and to initiate a moment of inquiry for recurring scenes which we repeatedly ignore." <http://jaredmthomas.com>

Augie Ruiz is primarily interested in capturing the emotional reactions people have when they interact with each other and/or their surroundings. He is most interested in images that are straight forward and fun. The rules of composition and light are not overly important in his photo process. He states, "Documenting the odd situations of everyday life never gets old for me." Ruiz strives to take photos that provoke, please, and tell a story whether it be true or false. <http://augiestyle.tumblr.com>