



HOWARD GREENBERG GALLERY

For Immediate Release

Bruno V. Roels: Looking for Paradise
April 28 through June 16, 2023
Howard Greenberg Gallery



NEW YORK – New work by Belgian artist Bruno V. Roels, replete with his signature visions of palm trees, will be on view at Howard Greenberg Gallery from April 28 through June 16, 2023. *Looking for Paradise*, an exhibition featuring 17 photographic works, combines the Roels’s interest in language, modern art, and semiotics. Known for exploring the multiplicity of the iconic palm tree in photographic repetition and variation, many of his new works incorporate hand painted lettering and are manually edited by drawing directly on his prints.

Several of the works are emblazoned with the question, “Looking for Paradise?” Palm trees from all angles, gleaming moonlight spreading on placid coastal waters, and diffuse rising suns emerging through clouds are key images that signify that paradise. The vintage-looking, coffee-colored prints seem like an elusive antique dream of possibility. In remaining faithful, iconographically, to the palm tree, Roels sparks escapist associations with holiday, adventure, and wealth, while remaining aware of the dark reality of a colonial past.

“We busy ourselves looking for paradise, but in the end it's an unsustainable concept,” says Roels. “In the meantime, however, there's nothing stopping us from trying to get as close as we can.”

Through darkroom experiments and by playing with the endlessly reproducible qualities of the photographic medium, Roels creates unique works that often consist of multiple variations on the same negative. Accidental stains and creases are left visible. This experimental and organic process results in a playful body of work that transcends the photographic medium in the strict sense of the word.

Roels considers the act of printing as important as the act of photographing itself. He is constantly documenting his life and building a sizable archive, which he uses to explore the analog photographic process. Searching for poetry and photographic truth in sequences and fluctuations, Roels reduces obvious subject matter to abstract information through numerous reiterations.

ABOUT BRUNO V. ROELS

Born in 1976, Bruno V. Roels lives and works in Ghent, Belgium. Roels's work has been seen in solo exhibitions at Gallery Fifty One, Antwerp, at numerous international art fairs, and in group exhibitions including George Eastman Museum. Roels's books include *Trying To Make It Real*, 2021, published by Hopper & Fuchs; *Flowers For Henriette*, published by Bruno V. Roels & 28 Vignon Street; *A Few Model Palm Trees*, 2019, published By Art Paper Editions; *Fixing Landscapes*, 2018, published by Gallery Fifty One; *The Pyramids And Palm Trees*, 2018, published by Silence Editions; and *I Dreamt An Island*, 2015, published by Gallery Fifth One. His work is part of major international private and public collections including The Walther Collection and the Milwaukee Art Museum.

ABOUT HOWARD GREENBERG GALLERY

Since its inception in New York more than 40 years ago, Howard Greenberg Gallery has built a vast and ever-changing collection of some of the most important photographs in the medium. The Gallery's collection acts as a living history of photography, offering genres and styles from Pictorialism to Modernism, in addition to contemporary photography and images conceived for industry, advertising, and fashion.

Formerly a photographer and founder of The Center for Photography in Woodstock in 1977, Howard Greenberg has been one of a small group of gallerists, curators and historians responsible for the creation and development of the modern market for photography. Howard Greenberg Gallery—founded in 1981 and originally known as Photofind—was the first to consistently exhibit photojournalism and street photography, now accepted as important components of photographic art. The Gallery is located at two 57th Street locations: an exhibition space on the 8th floor of the Fuller Building at 41 East 57th Street; and an entire floor at 32 East 57th Street, directly across from the Fuller Building, to house, manage and present its vast archive of over 40,000 prints.

For more information, contact 212-334-0010, info@howardgreenberg.com or visit www.howardgreenberg.com.

###

Press Contact:

Nicole Straus Public Relations

Nicole Straus, 631-369-2188, 917-744-1040, nicole@nicolestrauspr.com

Margery Newman, 212-475-0252, MargeryNewman@gmail.com

Image: Bruno V. Roels, *Looking For Paradise #14*, 2022. Hand-painted lettering on gelatin silver print, 40 x 50 cm. Unique.