



GREG COLSON

1318 Tenth Street Berkeley, California 94710

Tel 510 559 2088 Fax 510 559 2085

e-mail: [info@paulsonpress.com](mailto:info@paulsonpress.com)

**A NEW RELEASE FROM PAULSON PRESS**

Paulson Press in Berkeley, California is pleased to announce the release of four intaglio editions by Los Angeles artist Greg Colson. These print editions will be available for release in November 2000.

Greg Colson created four technically impressive works during his first project at the Paulson Press studio. In these four prints, he presents his familiar pie charts, which satirize cultural phenomena and current events by using the statistical world of market research combined with the abstract and indefinable expressions of art. Using 6 to 8 plates per print, Colson assigns each wedge a different color and icon, effectively subverting the objective reading of the raw data with his subjective interjections.

In Recreational Surfing, Colson turns his attention to the social and professional implications of the Internet. This print references anonymous statistics that indicate where the average worker spends his or her time surfing the web while at the workplace. Each pie wedge is defined by a pastel color palette and related imagery to the given information: the largest section corresponds to reading about world news, which is represented by an image of a flattened globe and radio emanating over the airwaves.

Observed Shapes also references another cultural phenomenon of trends in UFO sightings. Colson lists common forms such as saucers and ovals that are reported along with more unusual ones including boomerang and "cigar" shapes. The print "How to Look Your Best" Survey informs us, also in percentage terms, of various ways to improve our physical appearance. As in Observed Shapes, here, the icons are pale colors set against an array of dark blacks and grays. "Getting enough sleep" is depicted as a large pillow; "eating right" as a stalk of broccoli; and "exercise regularly" as a dumbbell weight.

Commenting on a slice of life with which Americans are very familiar, Colson dissects Activities while Driving. Against a palette of bright reds, pinks and oranges, he charts behavior that distracts drivers operating heavy machinery at high speeds. These activities run the gamut from brainstorming, shown as both a light bulb and thought bubble, to "tending to children" represented by a lollipop and pacifier.

Skillfully combining imagery and text, Colson creates ingenious and playful works of linguistic and visual complexity. In an interview with the painter Peter Wegner, Colson says he "takes his cues from the patterns and rhythms of behavior found in a situation, a city or a society." The information disseminated by the charts has a semblance of logic but the random color choices and incidental relationships between the icons alter our reading. Colson has taken the language of charts, diagrams and other visual aids to question how we process and prioritize the great amounts of information we come across each day.

Greg Colson was born in Seattle, WA in 1956, and currently lives in Los Angeles, California. His work is held in numerous public and private collections throughout the United States such as the Museum of Modern Art, New York; the Getty Institute, Los Angeles; the Museum of Contemporary Art, San Diego; and the Hirshhorn Museum, Washington, DC. Colson regularly exhibits his work at Griffin Contemporary, Venice, CA and at Sperone Westwater, New York, where he will have a solo exhibition in February of 2001.

For more information about these prints, please contact Paulson Press at (510) 559-2088. Prices and availability subject to change without notice.



Activities While Driving, 2000  
Color etching with spitbite and sugarlift  
aquatints and softground  
Somerset soft white textured paper  
Image size 17" x 14"  
Paper size 25 1/2" x 22"  
Edition of 35



"How to Look Your Best" Survey, 2000  
Color etching with spitbite and sugarlift  
aquatints and softground  
Somerset soft white textured paper  
Image size 17" x 14"  
Paper size 25 1/2" x 22"  
Edition of 35



Observed Shapes, 2000  
Color etching with spitbite and sugarlift  
aquatints and softground  
Somerset soft white textured paper  
Image size 17" x 14"  
Paper size 25 1/2" x 22"  
Edition of 35



Recreational Surfing, 2000  
Color etching with spitbite aquatints and  
softground  
Somerset soft white textured paper  
Image size 17" x 14"  
Paper size 25 1/2" x 22"  
Edition of 35