

## FOR IMMEDIATE RELEASE

### Vikky Alexander Paris Showrooms

**Exhibition Dates:**  
**March 4, - March 27, 2010**

**What:** Lúz Gallery,  
for contemporary photography,  
workshops and events centre.

**Where:** 977A Fort Street,  
Victoria, British Columbia  
V8V 3K3 Canada

**When:** Gallery hours: Tuesday –  
Saturday 11-4, or appointment



In *Paris Showrooms* (2009) the photographs are characterized by the artist's ongoing consideration of illusion and material desires framed within the language of architecture and design. The works examine how these formal signs reveal and shape meaning in contemporary culture, bringing to the foreground discussions of late-capitalism and its' commodification of culture. The photographs also foreground a utopian desire within the parameters of fantasy and cultural longing. These are all consistent themes that Alexander has brought to the field of contemporary art in her distinguished career.

In the summer of 2009, on a two month residency in Paris, Alexander found two furniture showrooms directly across the street from one another in the Bastille. These showrooms attracted her because of their similarity in style and the fact that they seemed like such an anomaly in a predominantly conservative and tasteful city. The images that she is exhibiting at Luz Gallery incorporate the reflective aspects so necessary to consumer culture as well as presenting an ideal environment where we can project ourselves, themes that she has consistently explored.

Printed on metallic paper these works saturate the visual field with reflected information. Using the showrooms' mirrors and plate glass façade, the photographs train the eye to look for unexpected reflections. The images of people walking by, for instance, are fragmented and then shifted into the indeterminate planes of refraction. The *Paris Showrooms* create a remarkable example of Alexander's preoccupation with mirrored light sources and generally deepen her language of utopian desire.

Founded by acclaimed photographer, Quinton Gordon & Diana Millar, Lúz Gallery is a place for creative thought and education dedicated to the promotion of fine contemporary photography through exhibitions, workshops, seminars and events that include lectures, artists talks and film screenings



For complete information contact Lúz Gallery at (250) 590 7557 or consult our web site:  
[www.luzgallery.com](http://www.luzgallery.com)