

MICHAEL DE FEO

CROSTOWN TRAFFIC

OPENING CELEBRATION: Thursday, June 9th, 2016, 5:00 – 7:00 pm
Gallery Talk by Michael De Feo at 6:00 pm

HOUSTON, Texas, (May 18, 2016) - This summer Rice Gallery visitors will be treated to the color and energy of *Crosstown Traffic*, a new Summer Window installation by Michael De Feo. This is the 7th exhibition in the Summer Window series, which features works visible through the glass wall while the Gallery is closed for the summer. De Feo, who was profiled this spring in *The New York Times*, is a painter with a penchant for street art: he removes bus stop fashion ads, paints them with buoyant floral patterns, and then returns the new works. The Opening Celebration for *Crosstown Traffic* on Thursday, June 9th, from 5:00 – 7:00 PM will feature remarks by Michael De Feo at 6:00 PM. Complimentary snacks and beverages including ale courtesy of Saint Arnold Brewery will be served. Michael De Feo will give another gallery talk at noon the next day, Friday, June 10th. All events are free and open to the public. Paid parking (credit card only) is available directly in front of the Gallery in the Founder's Court Visitors' Lot, and near the Rice Stadium. For more information see the VISIT page at ricegallery.org or call 713.348.6069.

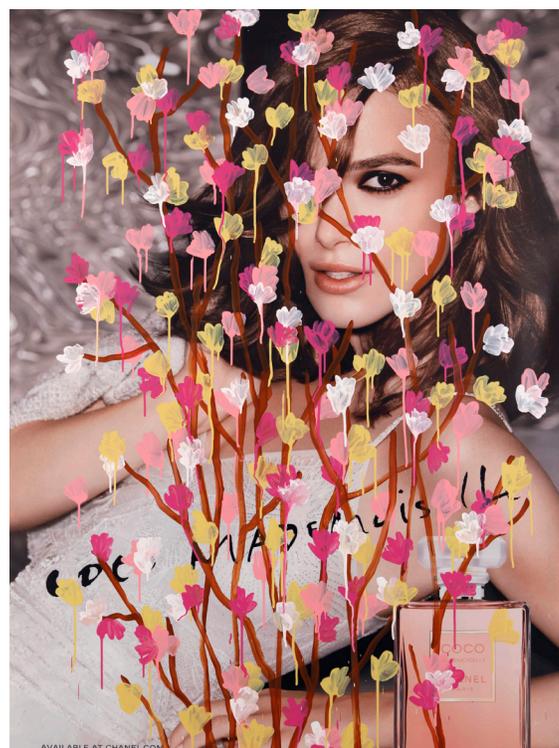
Michael De Feo is known as "The Flower Guy" for his paintings of flowers that appear on the streets of New York and over 60 cities internationally. His iconic line drawing of a curving stem topped with daisy-like petals can be seen sprouting from the bases of telephone poles, tucked in between signs, and embellishing a myriad of surfaces. A project that started nearly 25 years ago and continues today began with a simple aim, says De Feo, "to spread some cheer and smiles in a city full of concrete, steel, and glass."

Above: *Untitled (Naomi Campbell by Steven Klein for Balmain)* (detail), acrylic on magazine page, 10.75 x 8 inches, 2016

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Rice Gallery

De Feo found a new way of inserting his work into the daily life of the city when in 2014, Public Ad Campaign, an international alliance of artists founded by Jordan Seiler that provides access to municipal infrastructure for public dialogues, gave him a key to open advertising kiosks at bus stop shelters throughout New York City. He removes the locked-away fashion ads, brings them back to his studio, and paints on them using bold strokes of bright color and lush, encroaching, abstract patterns suggesting flowers. De Feo then returns the ads to different kiosks, completing what he calls a “quiet intervention” and an “unauthorized collaboration” with the company, model, photographer, and art director. The painted ads have been largely embraced by the fashion industry for their sensitive touch, whimsical quality, and beauty, which has led De Feo to unforeseen opportunities: designing two covers for the April 2016 issue of the Neiman Marcus catalogue, *THE BOOK*, and designing his own line of scarves and wraps for Echo New York.



Untitled (Kiera Knightly by Mario Testino for Chanel), 2016
acrylic on bus-stop shelter advertisement, 68.5 x 47.5 inches



ABOUT THE ARTIST

Michael De Feo grew up in Rye, New York, graduating from the School of Visual Arts in Manhattan in 1995 with a degree in graphic design. He began installing his art on the streets in the early 1990s, and in 1993 he started his now iconic flower project. A Master of Arts in Teaching from Manhattanville College in Purchase, New York led to a job teaching art at Westhill High School in Stamford, Connecticut for 15 years, until he left in 2013 to pursue his artistic career full-time. De Feo's work has been shown at venues including The Aldrich Contemporary Art Museum, Ridgefield, CT; MASS MoCA, North Adams, MA; Museo de Arte de Puerto Rico, San Juan, PR; The New Museum of Contemporary Art, NY; and StolenSpace, London, UK. He created a series of paintings for a line of women's accessories developed in partnership with Echo New York, which launched in March 2016. The products are available at Bloomingdale's, Lord & Taylor and echodesign.com. De Feo also created work for a promotional campaign for designer Christian Louboutin. Michael De Feo lives and works in New York. He is represented by Danziger Gallery in New York where he will have a solo exhibition opening July 13th, 2016.

Above Left: New York City bus-stop shelter takeover, J.Crew, 2015

Above Middle: Untitled (McCaul Lombardi by Ben Weller for At Large Magazine Winter 2015), acrylic on magazine page, 13.25 x 10 inches, 2016

Above Right: 5 Pointz, Queens, New York, 2007, photo: Gavin Thomas

HIGH-RESOLUTION IMAGES AVAILABLE

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Images © Michael De Feo

SUPPORT AND SPONSORSHIP

Rice Gallery exhibitions and programs receive major support from the Rice University Art Gallery Patrons. Additional support comes from Rice Gallery Members, the Robert J. Card, M.D. and Karol Kreymer Catalogue Endowment, and the Leslie and Brad Bucher Artist Residency Endowment. The Gallery receives partial operating support from the City of Houston; KUHF-FM and Saint Arnold Brewing Company provide in-kind contributions.

GALLERY TALK AND LUNCHEON

A gallery talk will take place at noon on Friday, June 10 followed by a light lunch for all who attend. Both are free and open to the public and no reservations are necessary.

SUMMER WINDOW HOURS

The Summer Window installation is visible through the gallery's front window during regular building hours: Monday through Saturday, 9:00 AM – 6:00 PM.

THERE IS NO ACCESS INTO THE GALLERY, WHICH IS CLOSED THROUGHOUT THE SUMMER.

GALLERY ADMISSION IS FREE.

LOCATION AND PARKING

Rice Gallery is on the ground floor of Sewall Hall and is reached using Campus Entrance 1 located at the intersection of Main Street and Sunset Boulevard. Paid parking (credit card only) is available in the Founder's Court Visitor Lot directly in front of Sewall Hall.

For other parking options visit: rice.edu/parking

By METRORail: Hermann Park/Rice University Station.

WHEELCHAIR ACCESS

Wheelchair access is on the south (left) side of the building. Rice Gallery is fully accessible.