



PRIMITIVE CONTEMPORARY  
FINE ART PAINTINGS

## NEWS RELEASE

For Release Immediately

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### **Fountain Art Fair Features Tahoe Fine Artist Reds Regan To Benefit Art For Progress**

**New York, New York** – Primitive contemporary fine art painter Reds Regan will be featured at the Fountain Art Fair Armory Show March 9-11 at the 69th Regiment Armory in Manhattan.

The Tahoe artist is exhibiting an original 9-foot framed painting at the Armory show which benefits Art for Progress, a non-profit organization providing creative arts education programming for under-served youth. The acrylic painting is titled “Minotaur Dream” and features a hand-sculpted frame. The piece was inspired by Greek art and mythology with a modern emphasis on beauty and the beast.

Reds is proud to have been sought out by Art for Progress. “Art has the power to liberate the minds of all people, especially young people” Reds said, “and as a professional artist for 25 years, I know all too well the challenges of the profession. I hope that by seeing my work, young artists will be encouraged to stay the course and follow their artistic paths, knowing it’s not an easy road. Just as Picasso said ‘*All children are artists. The problem is how to remain an artist once he grows up.*’”

The historic Armory venue of the Fountain Show has special meaning for Reds. “The viewing public and private collectors have consistently associated Reds’ work with Picasso and Matisse so it’s fitting that Reds’ primitive contemporary style is on display at the Armory – the birthplace of modern art in America,” said famed West Coast sculptor Matthew Welter.

President Theodore Roosevelt labeled the 1913 Armory show “a bedlam in art” and compared cubism to prehistoric cave paintings. Just as modern art broke traditional barriers and thrust forward at the turn of the 20<sup>th</sup> century, Reds’ primitive contemporary style challenges the cultural desert of 21<sup>st</sup> century technology-centric society. “To be exhibiting at the very spot where Renior, Monet, Picasso, and Matisse introduced their work to an aghast New York public a century ago is coming full circle to art’s persistent quest to push the envelope and shatter boundaries,” said Reds.

Reds' internationally recognized ambidextrous painting style, called primitive contemporary, is reminiscent of prehistoric cave art, according to Reds. "My work is a bridge between the ancient painted story telling expressed as far back as 30,000 years ago in cave dwellings and the creativity of modern fine art. My paintings reflect the simplest elements of an image – line, color, and form," he said.

An exhibition known for its vibrant energy, focus on daring emerging art, and disregard for convention, Fountain is committed to representing today's most cutting-edge artists and galleries in its new home at the 69th Armory, a historical city landmark and site of the original 1913 Armory Show.

### **Background on Reds Fine Art**

Reds has been a professional artist for 25 years and he currently performs painting productions at wineries and special events throughout the California wine country in addition to his commission work. The intensity of his paintings is rooted in his Irish heritage. He studied Celtic and other primitive art forms while developing his own unique primitive contemporary style. His unique composition and energetic expression create a poetically simplistic yet boldly relaxed style. Reds' work has been associated with Joan Miro, Matisse, and Picasso.

Reds' live public painting productions at California wineries add a cultural and creative flair to wine tasting events. "Imagine the kind of bohemian scene like Toulouse Lautrec painting in the streets of Paris," Reds said. "We're trying to create a certain energy for people while they're wine tasting because art and wine enrich our minds and bodies," Reds stated.

His large acrylic canvases, which run as large as 10 feet tall, stand apart from any other artwork in the world. Reds has shown his work in galleries and various venues in Key West, San Francisco, Boston, and the International Art Expo in New York. He enjoys a following of diverse and eclectic collectors from around the world including the United States, Italy, Ireland, Japan, and Russia.

### **Event Details**

Fountain Art Fair will take place March 9-11 at the historic 69th armory located at 68 Lexington Avenue on the corner of 25th Street. General hours on Saturday, March 10 and Sunday, March 11 are from 1-7 pm. Tickets are \$10 for daily passes and \$15 for weekend passes.

Art for Progress has been officially named non-profit partner for Fountain Art Fair during this year's NY Art Week. Fountain is dedicated to supporting smaller independent galleries and artists by providing a forum for them to show at large, well-established events such as Armory Week.

For more details on Reds' artwork or the event, visit [www.redsfineart.com](http://www.redsfineart.com) or call Reds' studio line at 530-577-5298.

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