



Ugo Rondinone:
let's start this day
again
May 5 - August 20, 2017

Organized by the Contemporary Arts Center; Curated by Raphaela Platow

CINCINNATI, OH (December, 20, 2016) — A surreal cast of vivid, life-size clown sculptures surrounded by technicolor walls debuts this spring at the Contemporary Arts Center. Join us May 5, 2017 for the opening celebration. Swiss-born, NY-based artist Ugo Rondinone's *let's start this day again* marks the premiere of this complete collection of work in the United States. In addition to the clowns, this show includes a survey of other works by Rondinone. Rondinone blends his work with the gallery architecture to create a multi-sensory environment that, in his words, "revolutionizes your whole being."



Ugo Rondinone, love invents us, 1999. Courtesy the artist.

“It’s like walking into a painting,” says Alice & Harris Weston Director and Chief Curator, Raphaela Platow. “Ugo transforms the gallery space to immerse the visitor as if they were part of the exhibition. The fluorescent walls, floors and ceiling in our 4th and 5th floor galleries create a space full of wonder and contemplation.”



Ugo Rondinone, *Quiet*, 2006. Courtesy the Artist.

This vibrant collection of work showcases the artist’s desire to elevate the viewer’s state of mind as they move through the space. Visitors can re-imagine what both the CAC and art can be. In signature style, Rondinone states that he doesn’t want his work to be “about” something, but rather to be that something.

Asa Featherstone, IV,
Media Communications Assistant
afeatherstone@contemporaryartscenter.org
513.345.8414

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More about the Contemporary Arts Center

Founded in 1939 as the Modern Art Society, the CAC was one of the first U.S. institutions dedicated to exhibiting the art of our time. In 2003, the Center moved to its free-standing home, the Lois & Richard Rosenthal Center for Contemporary Art, designed by Zaha Hadid. The CAC exhibits new developments in painting, sculpture, photography, architecture, performance art and new media.

The CAC is supported by the individuals and businesses that give annually to ArtsWave, the Ohio Arts Council the City of Cincinnati and the National Endowment for the Arts as well as contributions and grants from generous individuals, corporations and foundations.

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Contemporary Arts Center
Lois & Richard Rosenthal
Center for Contemporary Art
44 E. 6th Street
Cincinnati, OH 45202
513 345 8400

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