

New Typography
Harsh Patel
3/2/14 — 3/30/14

Cleopatra's is pleased to present *New Typography*, a solo exhibition by Harsh Patel. The opening reception will be held Sunday, March 2, 6:00 - 8:00PM and the show will remain on view through March 30.

In *New Typography* Harsh Patel presents eight new prints. The exhibition borrows tropes derivative of typography, a medium that can be considered a synonym for 'thinking'; both working within the constraints of form (the manner or style of arranging and coordinating parts toward articulation) and contextually relevant application.

In Patel's work the slippages between the legible and cryptic are materialized in a codified object of cross-references and footnotes. Bruce Lee, Brian Jones, Modernist graphic design tradition, counter-appropriated Nazi symbolism, and Indian religion are placed in his own specific constellations, positing a mode of typography whose individual parts are considered with more formal elasticity and informed by "real" experiences. Thus, it is afforded greater possibility for pointed meaning. The idea is further implemented in his commissioned graphic design work, or dialogues whereby he facilitates language for others.

"...looking at a letter 'A' by itself and being able to guess at the ethos of its maker, but knowing a lot more if you see the letter 'B' and 'C' as well, and a lot more if the maker chooses and spells out a chosen word."

Harsh Patel (b. 1981, Nairobi) lives and works in Los Angeles. Select recent exhibitions include "Please Come to the Show: Invitations and Event Flyers from the MoMA Library" organized by David Senior, Bibliographer, MoMA Library at MoMA, NY, "Whiteness: Zulu and Zulu Demon City", Andrew Roth, NY, and "Beauty: A Picture To Look At, A Song To Listen To" and Young Art, LA. Patel will participate in the forthcoming Hammer Museum Los Angeles Biennial co-curated by Michael Ned Holte and Connie Butler.

Installation Views, Photos: Marc Tatti

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