

ZACH
FEUER
GALLERY

Zach Feuer Gallery
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Elaine Reichek
SWATCHES
Jan 8 – Feb 7, 2015
Tues-Sat, 10–6
Opening
6–8 Thurs, Jan 8

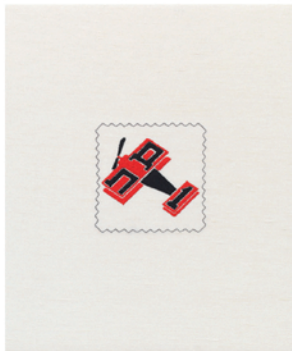
Elaine Reichek Swatches.

Matisse | Rodchenko | Magritte | Walker
Dine | Albers | Bourgeois | Noland | + Others

Elaine Reichek's [Swatches](#) were originally conceived and produced in 2006–07 as part of the project [Pattern Recognition](#). Reichek began by shopping for images of iconic art works on Google. Each image was then simplified into a vector file, reduced to a palette of two to seven colors and programmed for a digital sewing machine. The final embroidered icon has zigzag edges, as though it had been cut with pinking shears, like the fabric swatches long a staple of the textile industry. Employing a combination of digital and mechanical production, these densely stitched badges of uniform size and shape return the artworks on which they are based to much earlier fabric-based traditions of pattern and design.



Matisse



Rodchenko



Magritte



Walker



Dine



Albers



Bourgeois



Noland