

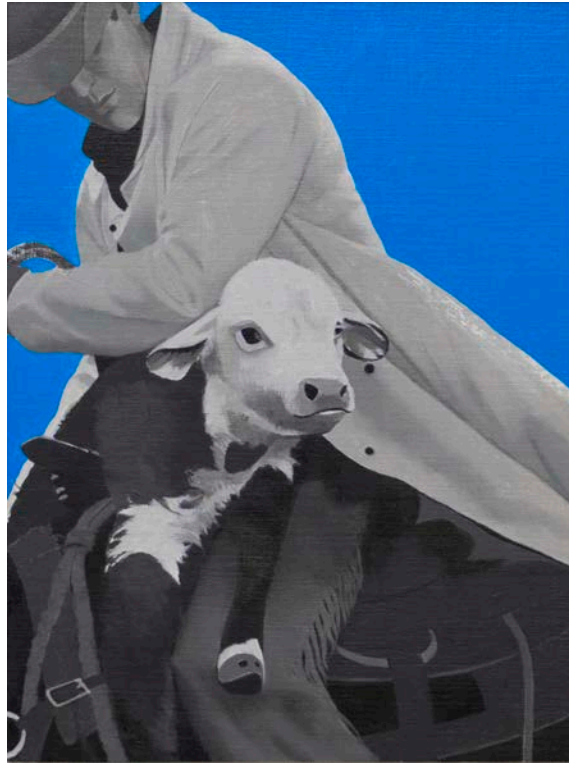
ULTERIOR

Maryam Amiryani

Come to Country

October 24—December 6, 2025

Opening Reception: Friday, October 24, 6—8 pm



Maryam Amiryani, *Come to Country 5*, 2025

Oil on linen over wood

8 x 6 x $\frac{5}{8}$ in (20.3 x 15.2 x 1.6 cm)/ 8 $\frac{3}{4}$ x 6 $\frac{3}{4}$ x 1 in (22.2 x 17.1 x 2.5 cm) Framed

Ulterior Gallery and Rebecca Camacho Presents are pleased to co-present *Come to Country*, a tandem exhibition of new paintings by Maryam Amiryani, opening simultaneously on the East and West Coasts. This marks Amiryani's fourth solo exhibition with Ulterior and her first with Rebecca Camacho. Both exhibitions will open on October 24, 2025.

"What is an American?" As a political refugee from Iran via France, and a member of the Iranian diaspora now living in West Texas, Amiryani explores the idea of *Americanness*, with the curiosity and precision of a social anthropologist. She teases out the fictionalized cultural image with the harsh realities of actually working on a ranch and raising cattle. Her fascination is tempered by an inimitable wit.

The icon of the rugged, lonesome, cowboy entered American popular imagery with the Marlboro Man advertisements that first appeared in 1954. Seeking to market filtered cigarettes, Philip Morris and Leo Burnett, a Chicago advertising executive, crafted a manly archetype that would become one of the most legendary campaigns in history. The image was inspired by Leonard McCombe's 1949 *Life Magazine* photographs of Clarence Hailey "C.H." Long (1910—1978), a young Texan cowboy whose likeness came to embody the figure of the Marlboro Man. McCombe, a European-born photographer from the Isle of Man, inextricably tied his incarnation of the cowboy, with America's romanticized view of the West.

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As Louise Nevelsen once said, “Every artist is a collector.” Amiryani follows this tradition. Amiryani draws from her own archive of Marlboro advertisements from *Come to Marlboro Country* to examine the cowboy and his mythical status. Her paintings juxtapose McCombe’s stark black-and-white imagery with the vast, color-saturated skies of Marfa, Texas, leading viewers to the visual threshold where the reality and myth intertwine. Amiryani had dedicated this series to her neighbors Mem and Jeanne Hall, whose daily lives working with cattle and wearing actual spurs and chaps embody the actual, unvarnished and onerous life of the cowboy.

On view concurrently on both coasts, *Come to Country* extends the nostalgic yet unsettled legend of what it means to be a cowboy—and by extension, an American—in this sprawling landscape.

Maryam Amiryani was born in Shiraz, Iran in 1967. Following the Iranian Revolution in 1979, Amiryani and her family relocated to Paris, France. Several years later, she moved to the United States, where she completed her education, obtaining a MFA in painting from the New York Academy of Art, New York, NY, in 1995. She also holds a BF in Graphic Design from the Art Center College of Design, Pasadena, CA, and a BS in Asian History from Georgetown University, Washington, D.C. Amiryani lives and works in Marfa, TX.

About the Gallery: Ulterior Gallery, first established on Attorney Street on the Lower East Side of NYC, moved to its current space in SoHo in 2022. Founded in 2016 by Takako Tanabe, a gallerist originally from Tokyo, Ulterior is committed to the exhibition of works by an array of intergenerational artists from diverse cultures and backgrounds. Ulterior Gallery is located at 424 Broadway, #601, New York, NY 10013, on the top floor of a designated landmark building near the intersection of Canal and Broadway. Gallery hours are Tuesday through Saturday, noon to 6 pm, and by appointment. For further inquiries, please contact Takako Tanabe: takako@ulteriorgallery.com.