

# The Arts Council of Temecula Valley

## Press Release

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**Contact:** Catherine Smith or Ruth Hobbs  
The Arts Council of Temecula Valley

**Telephone:** 951.695.2787

**Email:** [info@artsinthevalley.org](mailto:info@artsinthevalley.org)

**What:** Paul Jay Price Exhibit

**When:** August 15 – October 5, 2008  
Opening reception: August 15th, 5:30 – 7:00 p.m.



Exhibit open during the Merc's regular business hours (Wednesday – Saturday, 2:00 – 6:00 p.m. and on Sunday if there is a scheduled theater performance).

**Where:** Gallery at the Merc, 42051 Main Street, Temecula, CA 92051

**TEMECULA, CA.** The Arts Council of Temecula Valley is pleased to announce an opening reception for well-known Temecula Valley artist Paul Jay Price at the Merc, Old Town Community Center, 42051 Main Street, Temecula, from 5:30 – 7:00 p.m. on Friday, August 15. Open to the public, this reception will feature acclaimed musician Matthew Fagan's soothing and melodic "finger style" acoustic guitar music. Refreshments will be available.

The exhibit will run from August 15 to October 5 and is open during the Merc's regular business hours, Wednesday through Saturday, 2:00 – 6:00 p.m. and on Sunday if there is a scheduled theater performance. Price's work has been exhibited around the world and reflects his decades of involvement in the worlds of art, anthropology, and preservation. An expert in Luiseño culture, Price has spent years studying and working with this group indigenous to the Temecula Valley, many of whom belong to the Pechanga Indian tribe.

While Price's trademark Native American influence is evident in this exhibit, Price's paintings also reflect an entirely new direction by exploring – and questioning – commonly held definitions and perceptions about beauty and the concept of femininity in our culture.

"By manipulating the female form, I ask viewers to consider their own definitions of beautiful and feminine. Floating the subjects without the mechanics of gravity questions our perception of what reality or dimension is actually being viewed. Visually, each painting is stripped away and appears fluid while still being anchored to a perpendicular line that bisects each painting."

Price adds, "Advertising and other cultural forces have trained entire generations to pigeon-hole definitions of beauty and body image and in many cases beauty is defined by a very narrow standard. I believe that women are extremely complex and that their beauty cannot be defined by perfect white teeth or other perfections. I hope my paintings inspire viewers to explore the social messages and values about beauty and the environment. It is not always clear that the images I have

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created are even women – the viewer’s brain decides how to interpret the forms, gestures, poise, grace and stance presented in my work.”

For more information about Paul Jay Price, please visit [www.pauljprice.com](http://www.pauljprice.com), and for more information about the Arts Council of the Temecula Valley, visit [www.artsinthevalley.org](http://www.artsinthevalley.org).

The Arts Council is a nonprofit, community-oriented organization dedicated to cultivating, promoting, and supporting visual and performing arts, as well as arts education in the schools and the community.