



Texas Contemporary Art Fair 4–7 September 2014

RICE UNIVERSITY ART GALLERY

ana serrano

In 2011, Rice University Art Gallery invited Ana Serrano to create a new installation. In a dramatic shift of scale from the small, meticulously-crafted cardboard houses for which she is known, Serrano made *Salon Of Beauty*, a larger-than life neighborhood inspired by those in her native Los Angeles.

This year, Serrano planned and constructed Rice Gallery's booth and the handmade objects for sale within it for the 2014 Texas Contemporary Art Fair. She began by subdividing the booth into two

distinct spaces, a shop and an imagined domestic interior that is an homage, says the artist, "to all the quirky folk art sites I fell in love with while I was in Houston." Decorated cakes, spikey plants, graphic tiles, and elegant swan pins join a neighborhood's-worth of Serrano's signature tiny houses. Her eye for simple, clean design, love of vernacular architecture, and attention to detail are evident throughout this installation. Serrano's handmade icons, expressive of a unique sensibility and the joy of making, are all available for purchase and all proceeds benefit the artist.



ABOUT ANA SERRANO

Ana Serrano was born in Los Angeles where she still lives and works. She holds a BFA with Honors from Art Center College of Design, Pasadena, California. Ana exhibits actively in solo and group exhibitions, most recently in *Fútbol: The Beautiful Game* (2014), Los Angeles County Museum of Art (LACMA), California, and *A Daydreamer's Street* (solo, 2013), Vincent Price Art Museum, Monterey Park, California. Her work has been featured in a number of important design books including *Illustration Play 2: An Expedition to the Extraordinary* (London: Victionary 2010); *Latino-Gráfico: Visual Culture from Latin America* (Berlin: Gestalten, 2010); *Juxtapoz: Handmade* (cover, Berkeley: Gingko Press, 2009), and *Beyond Architecture: Imaginary Buildings and Fictional Cities* (Berlin: Gestalten, 2009).

For more information, visit anaserrano.com.

ABOUT RICE GALLERY

Rice University Art Gallery is the only university art museum in the nation focusing on site-specific installation art. Celebrating our Twentieth Anniversary this year, we continue our commitment to introduce outstanding emerging and established artists to the Rice and Houston communities. To learn more about Rice Gallery and the artists commissioned, including Soo Sunny Park, Yasuaki Onishi, Judy Pfaff, Joel Shapiro, El Anatsui, Tara Donovan, Phoebe Washburn, Yayoi Kusama, Sol LeWitt, and Shigeru Ban, visit our Archives at ricegallery.org.

Please join us on Thursday, 2 October from 5:00 – 7:00 pm for the opening of our new installation by Japanese artist, Yusuke Asai.



**Your gift to Rice University Art Gallery supports art for all, here and now!
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Rice Gallery

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