



Portrait of Carlos Cruz-Diez.  
Courtesy of the artist and Cruz-Diez  
Art Foundation, Paris, France.

# CARLOS CRUZ-DIEZ

## NAMED SCAD deFINE ART 2017 HONOREE

**SAVANNAH, GEORGIA** — Sept. 14, 2016 — The Savannah College of Art and Design announces internationally renowned artist Carlos Cruz-Diez as the SCAD deFINE ART 2017 honoree and keynote speaker. The eighth edition of deFINE ART — an annual program of fine art exhibitions, lectures, performances and public events — will take place Feb. 21–23, 2017, at SCAD locations in Savannah and Atlanta, Georgia, and Hong Kong.

Cruz-Diez joins a list of leading international artists and visionaries who have also been deFINE ART honorees, including Carrie Mae Weems, Xu Bing, Alfredo Jaar, Shirin Neshat, Marina Abramović and Fred Wilson.

The university will showcase Cruz-Diez's artwork in an exhibition at the SCAD Museum of Art from Feb. 21, 2017, through May 2, 2017. Consisting of site-specific installations and new work, the exhibition will bring attention to the experimental and multidisciplinary nature of Cruz-Diez's practice.

"I am deeply honored and grateful to SCAD, not only in my name, but in the name of art and artists," Cruz-Diez said.

Cruz-Diez refined his groundbreaking color theory and art philosophies during a career that spans more than seven decades.

The exhibition is organized by Storm Janse van Rensburg, SCAD head curator of exhibitions, and SCAD alumna Raquel Serebrenik Sultan (B.F.A., art history, 2015), in partnership with the artist's studio Artacruz and the Cruz-Diez Art Foundation.

### ABOUT CARLOS CRUZ-DIEZ

French-Venezuelan artist Carlos Cruz-Diez was born in Caracas, Venezuela, in 1923 and has lived and worked in Paris since 1960. He is a major

protagonist in the field of Kinetic and Op art, a movement that encourages "an awareness of the instability of reality." His body of work has established him as one of the key 20th-century thinkers in the realm of color.

Cruz-Diez's research, based on three color conditions (subtractive, additive and reflective), has contributed to a new way of understanding color phenomena in art, greatly expanding its perceptual universe. In his works, Cruz-Diez shows that color, through interaction with the viewer, becomes an autonomous, evolving reality, devoid of anecdotes, which evolves in real time and space. His work includes research he has called *Couleur Additive*, *Physichromie*, *Induction Chromatique*, *Chromointerférence*, *Transchromie*, *Chromosaturation* and *Couleur à l'espace*.

His artworks are housed in prestigious permanent collections at institutions such as the Museum of Modern Art in New York, USA; the Tate Modern in London, England; the Museum of Fine Arts in Houston, USA; the Wallraf-Richartz Museum in Cologne, Germany; and the Musée d'Art Moderne de la Ville de Paris and the Centre Georges Pompidou in Paris, France.

His solo and group exhibitions include:

- *Bewogen Beweging*, Stedelijk Museum, Amsterdam, Netherlands, 1961
- *Mouvement 2*, Galerie Denise René, Paris, France, 1964
- *The Responsive Eye*, Museum of Modern Art, New York, USA, 1965
- *Lumière et Mouvement*, Musée d'Art Moderne de la Ville de Paris, France, 1967
- *Cruz-Diez: Cinq propositions sur la couleur*, Galerie Denise René, Paris, France, 1969



**Carlos Cruz-Diez is a master of color and line, adept at creating fluid, participatory visual experiences. His work invites philosophical conversation on ontology and perception. SCAD is honored to connect him with our gifted students."**

— SCAD President and Founder Paula Wallace.



Carlos Cruz-Diez, *Chromosaturation*, installation view, Hayward Gallery, London, England, 1965-2013. Courtesy of the artist and Cruz-Diez Art Foundation, Paris, France.

- Venezuela Pavilion, XXXV Biennale di Venezia, Venice, Italy, 1970
- *Carlos Cruz-Diez: Die Autonomie der Farbe*, Josef Albers Museum, Bottrop, Germany, 1988
- *Une Tour Eiffel haute en couleurs*, Centre Georges Pompidou, Paris, France, 2003
- *Inverted Utopias: Avant-garde Art in Latin America*, Museum of Fine Arts, Houston, USA, 2004
- *Lo(s) cinético(s)*, Museo Nacional Centro de Arte Reina Sofia, Madrid, Spain, 2007
- *In(Formed) by Color*, The Americas Society, New York, USA, 2008
- *Carlos Cruz-Diez: Color Happens*, Museu d'Art Espanyol Contemporani, Palma de Mallorca, Spain, 2009
- *Environment Chromatic-Interferences: Interactive Space*, by Carlos Cruz-Diez, Guangdong Museum of Art, Guangzhou, China, 2010
- *Carlos Cruz Diez: The Embodied Experience of Color*, Miami Art Museum, Miami, USA, 2010
- *El color: una circunstancia espacial y temporal*, Marion Gallery, Panama City, Panama, 2010
- *Carlos Cruz-Diez: Color in Space and Time*, The Museum of Fine Arts, Houston, USA, 2011
- *Carlos Cruz-Diez: A cor no espaço e no tempo*, Pinacoteca do Estado, São Paulo, Brazil, 2012
- *Carlos Cruz-Diez: Color in space and time*, Museo Universitario Arte Contemporáneo (MUAC), Mexico City, DF, Mexico, 2012
- *Light Show*, Hayward Gallery, London, UK, 2013
- *Concrete Invention: Patricia Phelps de Cisneros Collection*, Museo Nacional Centro de Arte Reina Sofia, Madrid, Spain, 2013
- *Radical Geometry: Modern Art of South America from the Patricia Phelps de Cisneros Collection*, Royal Academy of Arts, London, UK, 2014
- *Spatial Illumination - 9 Lights in 9 rooms*, Daelim Museum, Seoul, South Korea, 2015
- *Eye Attack. Op Art and Kinetic Art 1950-1970*, Louisiana Museum of Modern Art, Humlebaek, Denmark, 2016
- *The Illusive Eye: Op Art and the Americas in the 1960s*, El Museo del Barrio, New York USA, 2016

For more information about the artist, visit [cruz-diez.com](http://cruz-diez.com).

## ABOUT THE SCAD MUSEUM OF ART

The SCAD Museum of Art is a premier contemporary art museum established to enrich the education of SCAD students and attract and delight visitors from around the world. Introducing new exhibitions every academic quarter, the museum showcases work by a range of highly acclaimed professional artists, inspiring and challenging students across disciplines to push the boundaries of their creative practice. The SCAD Museum of Art was recognized with the 2014 AIA Institute Honor Award for Architecture, named one of CNN's 11 coolest buildings in North America, and earned the National Trust for Historic Preservation Honor Award. The museum houses the Walter O. Evans Center for African American Studies, a multidisciplinary center for the study, understanding and appreciation of African American culture, art and literature.

The SCAD Museum of Art has received support from the Institute of Museum and Library Services, the National Endowment for the Arts, the National Endowment for the Humanities and the Ford Foundation, as well as gifts and grants from numerous family foundations, corporations and individuals. Foundation donors include the Community Foundation for Greater Atlanta, Charles A. Frueauff Foundation, Georgia Power Foundation, Hallmark Foundation, J.C. Lewis Foundation, Pfizer Foundation, the Andy Warhol Foundation for the Visual Arts and Wyeth Foundation for American Art. Support has also come from a range of corporations, including 1600 Peachtree, THA Group, Latham & Watkins, Stanley Convergent Security Solutions, ArKay, Carver Community Development Corporation and T.W. Lord & Associates.

## SCAD: THE UNIVERSITY FOR CREATIVE CAREERS

The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelor's and master's degrees at distinctive locations and online to prepare talented students for professional careers. SCAD offers degrees in 42 majors, as well as minors in more than 70 disciplines across its locations in Savannah and Atlanta, Georgia; Hong Kong; Lacoste, France; and online through SCAD eLearning.

With more than 32,000 alumni worldwide, SCAD demonstrates an exceptional education and unparalleled career preparation. The diverse student body, consisting of more than 12,000 students, comes from all 50 U.S. states and more than 100 countries. Each student is nurtured and motivated by a faculty of nearly 700 professors

with extraordinary academic credentials and valuable professional experience. These professors emphasize learning through individual attention in an inspiring university environment. The innovative SCAD curriculum is enhanced by advanced, professional-level technology, equipment and learning resources, and has garnered acclaim from respected organizations and publications, including 3D World, American Institute of Architects, Businessweek, DesignIntelligence, U.S. News & World Report and the Los Angeles Times.

In 2015, the prestigious Red Dot Design Rankings placed SCAD in the top four universities in the Americas and Europe. Career preparation is woven into every fiber of the university, resulting in a superior alumni employment rate. According to a recent study, 98 percent of Spring 2015 graduates were employed, pursuing further education or both within 10 months of graduation.

## ABOUT ARTICRUZ

Articruz is an atelier for artists dedicated to the production of contemporary art. Based in Panama City, Panama, Articruz works with artists from around the world in the production and restoration of artworks, technical and artistic advice, materials research, development of constructive solutions and integrating art into architecture and urban space.

Articruz's goal is to accompany artists in the research, design and production of their artworks, using new materials and the latest technology.

Founded in 2009, Articruz offers artists the knowledge and experience gathered by Maestro Carlos Cruz-Diez and his family over a lifetime dedicated to art.

## ABOUT CRUZ-DIEZ ART FOUNDATION

The Cruz-Diez Art Foundation is a nonprofit organization committed to preserving, promoting and transmitting the artistic and conceptual legacy of Carlos Cruz-Diez, a major kinetic artist and thinker of color theory of the 20th century.

Through multidisciplinary actions and thanks to its own collection, the Foundation ensures the continued existence on an international scale of the artist's concepts, work and research about color.

Created at the Cruz-Diez family's initiative in Houston, USA in 2005, the Foundation considers artistic education a priority. It is focused on stimulating the young public to discover, to be curious and creative and to think outside the box.

### Media Contact

SCAD  
Ally Hughes  
ahughes@scad.edu  
912.525.4881

FITZ & CO  
Katrina Weber Ashour  
kweberashour@fitzandco.com  
212.627.1653

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