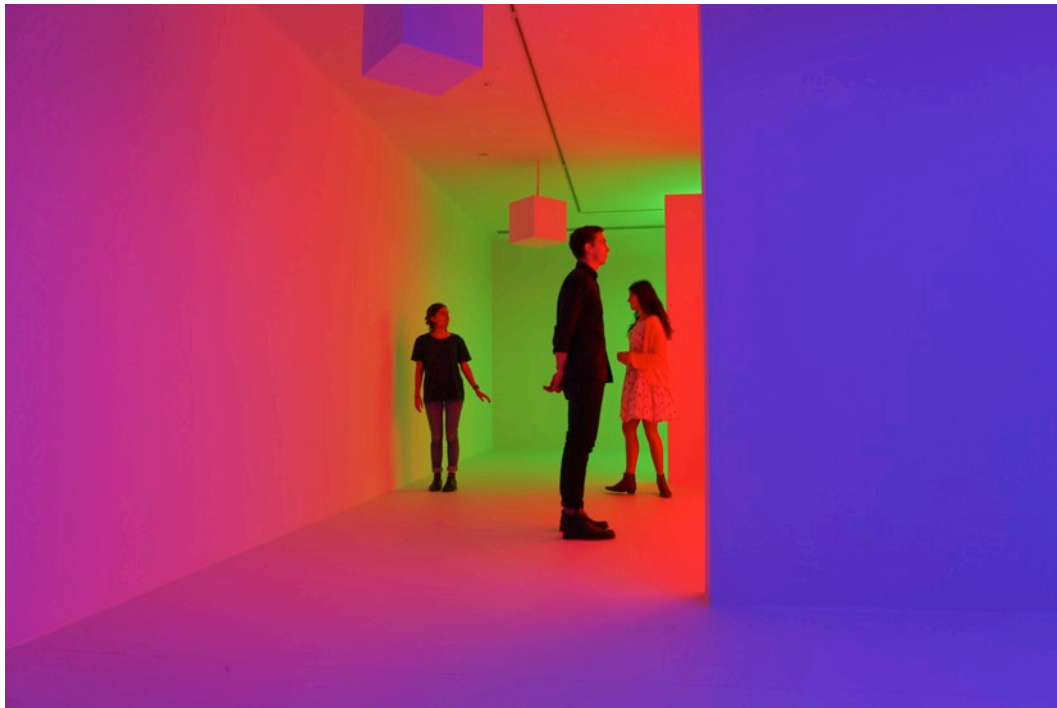


SCAD MUSEUM OF ART PRESENTS
CARLOS CRUZ-DIEZ: *CHROMA*

February 21 – August 20, 2017



Carlos Cruz-Diez, *Chromosaturations*, detail,
as installed in Museum of Contemporary Art Australia, Sydney, 2015. Photo by Maja Baska.

SCAD Museum of Art presents *Chroma*, an exhibition by deFINE ART honoree Carlos Cruz-Diez, known for his groundbreaking color theory philosophies developed and refined over seven decades. Cruz-Diez's experimental and multidisciplinary practice is featured in several public, site-specific installations and new work.

Chroma, from the Latinized form of the Greek 'khroma' (referring to the color and quality of skin), evolved to indicate the quality or intensity of a hue by 1889. Like this word, the titular exhibition considers Cruz-Diez's fundamental concerns regarding the transformative possibility that color is diachronic and unstable, dependent on individual perception, space and context. Cruz-Diez's works are — aside from their aesthetic uniqueness — provocations completed by the viewers' movement and engagement in the artist's chromatic environments, where objects become mere vehicles for delivering a profound viewer experience. In the words of Cruz-Diez himself: "The world of color is the world of emotion."

The artist has developed a rich terminology and language of color theory that is as important as the work itself. This language addresses not only his artistic interventions, but also defines chromatic phenomena to unlock an understanding of color as unstable, dynamic, and unique, evolving in and with a space. Terms such as "Couleur Additive," "Physichromie," "Induction Chromatique," "Chromointerférence," "Transchromie," "Chromosaturation," and "Couleur à l'espace" are used to describe the results of Cruz-Diez's exhaustive research into four chromatic conditions: subtractive, additive, inductive and reflected color.

Inside the museum, the artist presents a concise selection of new works, specifically conceived for the SCAD Museum of Art, to provide an overview of his main conceptual concerns. Offering a range of works and the immersive environment "Environnement Chromointerférent," the exhibition also includes three new animated documentaries covering the artist's life and work, produced by the Cruz-Diez Foundation.

A series of outdoor interventions extend the dialogue from the inside of the museum to the outside public space, a strategy common in Cruz-Diez's practice. Through extensive public projects previously realized in universities, stadiums, public parks and more, the artist invites viewers to integrate an experience of color in their daily routines. Additionally, these public gestures encourage the public to reformulate its relationship to the urban landscape as a space that can be inhabited both critically and joyfully. A large, altered shipping container placed in the museum courtyard holds *Chromosaturation*, a series of connecting color chambers that provides the intangible experience of pure color. A series of crosswalk paintings — a Cruz-Diez trademark — is installed near the museum.

All works for *Chroma* were produced by Artacruz, an atelier for artists dedicated to the production of contemporary art. Based in Panama City, Panama, and founded in 2009, Artacruz offers artists the knowledge and experience gathered by Cruz-Diez and his family over nearly a century. The Cruz-Diez Foundation, founded in Houston, Texas, in 2005, is a nonprofit organization committed to preserving, promoting and transmitting the artistic and conceptual legacy of Carlos Cruz-Diez.

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).

This exhibition is part of deFINE ART 2017, held Feb. 21-24 at SCAD locations in Savannah and Atlanta, Georgia, and Hong Kong. DeFINE ART is an annual program of exhibitions, lectures, performances and public events that highlights emerging and established artists and visionaries.

Join the de:FINE ART 2017 conversation with **SCAD** on [Twitter](#), [Instagram](#) and Snapchat (@scaddotedu), [Facebook](#), and [GooglePlus](#) and with **SCAD Museum of Art** on [Twitter](#) and [Instagram](#) (@scadmooa) and [Facebook](#) using the hashtags #SCAD and #deFINEART.

About the artist

French-Venezuelan artist Carlos Cruz-Diez was born in Caracas, Venezuela, in 1923, and has lived and worked in Paris since 1960. Along with Jesús Rafael Soto and Alejandro Otero, Cruz-Diez is considered one of Venezuela's modernist masters, and, moreover, he is a major international 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 has contributed to a new way of understanding color phenomena in art, greatly expanding its perceptual universe. In his works, Cruz-Diez shows that through interaction with the viewer, color becomes an autonomous, evolving reality, devoid of anecdotes, which develops in real time and space.

About the SCAD Museum of Art

[The SCAD Museum of Art](#) is a premier contemporary art museum established to enrich 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 across 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, and the innovative SCAD curriculum is enhanced by advanced, professional-level technology, equipment and learning resources.

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. In a survey of Spring 2015 SCAD graduates, 98 percent of respondents reported being employed, pursuing further education or both within 10 months of graduation.

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