



FOR IMMEDIATE RELEASE

***HOLY COW!
EXHIBITION OF BOVINE PORTRAITS RAISES AWARENESS
ABOUT RESPONSIBLE FARMING***

December 16 – 20, 2009

Artist's Reception: Thursday, December 17, 6 – 9 PM

KUMUKUMU

42 Rivington Street, New York, NY



Edie Nadelhaft, *Catskill Rte.32 (FF6633)*, 2005.
Oil on canvas, 48 x 48 inches.

KUMUKUMU is proud to present *Bovine Portraits in Hexadecimal Hue* - the largest showing of Edie Nadelhaft's acclaimed cow paintings, presented in association with Farm Sanctuary. The exhibition will be on view for a limited time from December 16-20, 2009. Thirty percent of all sales will be donated to Farm Sanctuary in an effort to raise awareness about the treatment of cows and other farm animals.

From 19th century British landscape painting where majestic heifers graze in the distance to Andy Warhol's in-your-face Dayglo cow wallpaper of the late 1960s, bovine subjects are a reoccurring theme in art history, even dating back to cave paintings. Nadelhaft's cow series stands apart from these predecessors. Using vivid web-based hues and dramatic cinematic angles, Nadelhaft monumentalizes her bovines but without Warholian irony and his subtext of commodification. Instead, the artist bestows each cow with a sense of personality, creating unexpected portraits that mirror human emotion while raising questions about self and society.

"The pictures address the broadest aspects of existence and humanity: what it is to be alive, to feel, to see, to bear witness - experience without context or spin. The use of a non-human face removes the work from the realm of personal identity and introduces a more universal perspective. Cows possess certain anatomical idiosyncrasies (huge eyes, long lashes, heavy brooding brow and steady gaze) that suggest a wide range of human emotions, however unwittingly," Edie Nadelhaft says of her work.

Rendered in exquisite detail, the artist's bovines are alternatively melancholy, hostile, curious, sassy, and matter of fact. They fill each canvas in a grand manner reminiscent of Hans Holbein's portraiture, serving as humorous stand-ins for the rich and powerful.

Nadelhaft's unique artistic process makes use of contemporary tools and techniques. She begins by taking a photograph of her subject and then digitally manipulates the image to create a monochromatic hue chosen from the 216 colors available for website design. This approach considers the impact of the digital on the visual experience.

Eighteen paintings will be on view with a silent auction of selected works. A series of limited edition prints will also be available for purchase.

For further information about this show, please contact Karen Cantor at 917-951-9215 (mobile), 866-821-5367 (fax) or cantorkaren@yahoo.com.

KUMUKUMU Gallery is located at 42 Rivington Street (between Eldridge and Forsyth).

About Edie Nadelhaft

Edie Nadelhaft lives and works on the Lower East Side of Manhattan. She received her BFA from the Massachusetts College of Art & Design in 1995. Her paintings and sculpture have been widely exhibited throughout the United States and were recently featured on the cover of *Chronogram Magazine*. Ms. Nadelhaft was awarded the Artist-in-Residency at Platte Clove by the Catskill Center for Conservation and Development in 2008.



About Farm Sanctuary

Farm Sanctuary is the nation's leading farm animal protection organization. Since incorporating in 1986, Farm Sanctuary has worked to expose and stop cruel practices of the "food animal" industry through research and investigations, legal and institutional reforms, public awareness projects, youth education, and direct rescue and refuge efforts. Farm Sanctuary shelters in Watkins Glen, N.Y., and Orland, Calif., provide lifelong care for hundreds of rescued animals, who have become ambassadors for farm animals everywhere by educating visitors about the realities of factory farming. Additional information can be found at www.farmsanctuary.org or by calling 607-583-2225.