

TPW

THE POPULAR WORKSHOP
1173 SUTTER ST. / SAN FRANCISCO / CA 94109
TUESDAY-SATURDAY 12PM-6PM

WWW.THEPOPULARWORKSHOP.COM

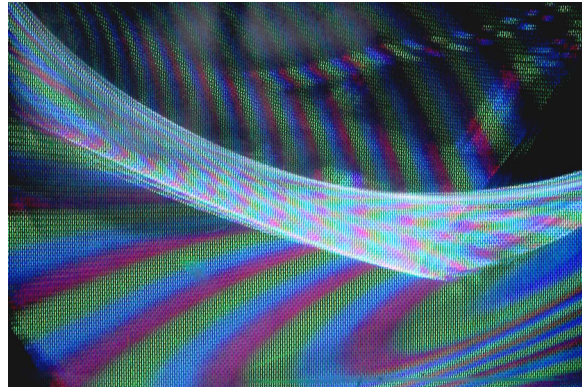
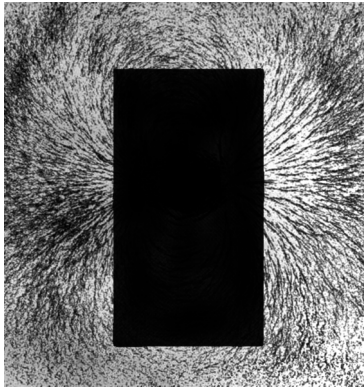
Degausser

Hunter Longe

FOR IMMEDIATE RELEASE

APRIL 15 - JUNE 17, 2011
OPENING RECEPTION:
APRIL 15, 2011 / 6-10 PM

DEGAUSSER.THEPOPULARWORKSHOP.COM



THE POPULAR WORKSHOP IS PROUD TO PRESENT ITS FIRST SHOW, *DEGAUSSER*, BY EMERGING SAN FRANCISCO ARTIST HUNTER LONGE.

INSPIRED BY THE VISUAL BY-PRODUCTS OF MAGNETIC DATA ERASURE - OR DEGAUSSING, LONGE INVESTIGATES THE IDEA OF DESTRUCTION AS A MEDIUM FOR CREATION. OBSCURATION, NEGATION, DISTORTION AND DEMATERIALIZATION BECOME THE FORMAL AND CONCEPTUAL RESIDUE OF THIS META-MAGNETIC, PROCESS-REVEALING INSTALLATION THAT INCLUDES LARGE SCALE WALL DRAWINGS, SCULPTURAL STUDIES, AND EXPERIMENTAL VIDEO SITUATIONS.

LONGE HAS RECENTLY COMPLETED A RESIDENCY AT THE LUGGAGE STORE GALLERY ANNEX AND AN ART IN STOREFRONTS PROJECT WITH THE SAN FRANCISCO ARTS COMMISSION. HE HAS SHOWN AT TRIPLE BASE GALLERY IN SAN FRANCISCO, JOHANSSON PROJECTS IN OAKLAND AND SHOW CAVE NIGHT GALLERY IN LOS ANGELES. HE IS ALSO A FOUNDING MEMBER OF DRONE DUNGEON COLLECTIVE.

THE POPULAR WORKSHOP GALLERY IS A NEW ALTERNATIVE GALLERY SPACE STARTED AS A MEANS TO PROMOTE, DEVELOP AND SHOWCASE EMERGING ARTISTS WHO ARE PUSHING THE BOUNDARIES OF IMAGE MAKING.

THE POPULAR WORKSHOP IS ALSO A BOUTIQUE CREATIVE AGENCY THAT CONSCIOUSLY EMPHASIZES THE COLLABORATIVE PROCESS BETWEEN GALLERY AND AGENCY. THE POPULAR WORKSHOP INTENDS TO CREATE A SPACE FOR EXPERIMENTATION AND CROSS-POLLINATION BETWEEN ART AND DESIGN.