

STUDIO GALLERY PRESENTS

"PORTRAITS"
by SOME

COME
SEE AN
EXCLUSIVE
TORONTO
SO-ME
SHOW!



MARCH 21 - MAY 22 at STUDIO GALLERY
CHECK WEBSITE FOR HOURS + INFO: WWW.STUDIO.TO

FOR IMMEDIATE RELEASE: March 12, 2008

So Me: *Portraits*

Media & Special Guests Opening Reception: Tuesday, March 18th, 2008

Public Opening: Friday, March 21st

Friday, March 21st – Saturday, May 17th

Studio Inc., a Toronto-based design and interactive agency, is proud to announce the launch of a new venture, Studio Gallery. Founded by Avery Hunsberger, Studio maintains clients like Peter Gaten's CiRCA, Hariri Pontarini Architects, Pam Chorley's Fashion Crimes, Adidas ACG, Calvin Klein, Honda and Family Guy among many others. For two years, Studio's location has also served as a site where Toronto's progressive art and music community has come of age. Studio Agency has hosted internationally-acclaimed musicians as part of a series of exclusive events known locally as "Ourspace." Ourspace events have hosted artists like Daft Punk, Justice, Busy P, Steve Aoki, Diplo, Switch/Solid Groove, MSTRKRFT, Kid Sister and Crystal Castles among many others. Now, in the same location, Studio Inc. is opening a gallery space that will showcase the convergence of contemporary art, design, fashion, music and the Internet.

Studio Gallery's inaugural exhibition, entitled *Portraits*, will be the North-American debut for acclaimed French artist and illustrator So Me. This exhibition comprises a series of portraits done in So Me's trademark style, incorporating the vibrant colours and tongue-in-cheek references which define his work as Art Director for Ed Banger Records. Like previous album-art designers such as Peter Saville and his relationship with Factory Records (Saville designed album art for Joy Division and New Order), So Me has found a way to make tangible albums relevant and worthwhile - a feat in today's world of digital music distribution. So Me provides the artistic and visual identity which accompanies Ed Banger Records' brand of music and culture that has recently experienced tremendous growth – largely via the internet. So Me's work is often described as influenced by the iconic pop art of the 1960s, French comic books and graffiti, and contemporary iconography.

In addition to creating album art, So Me has explored other channels of media. He has created award-winning music videos for the likes of Kanye West, Justice, and DJ Mehdi, as well as prints, jewelry, and limited edition sets of t-shirts for H&M and Japanese clothing label Revolver. An aspiring comic book illustrator during his youth, the Paris-born So Me was influenced early on by skateboard culture, and was later affiliated with graffiti crews before gaining notoriety as a freelance magazine illustrator. He has worked for publications such as Collete, Arktip, Dazed, XLR8R, Clark Magazine, Sleazation, and has created a Nike campaign for France.

An illustrated catalogue will be published in conjunction with this exhibition. For an illustrated chronology of So Me's career including his graphic, video and installation works please visit our website at WWW.STUDIO.TO.

Press preview with the artist, March 18th at 6 pm. For information contact:

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