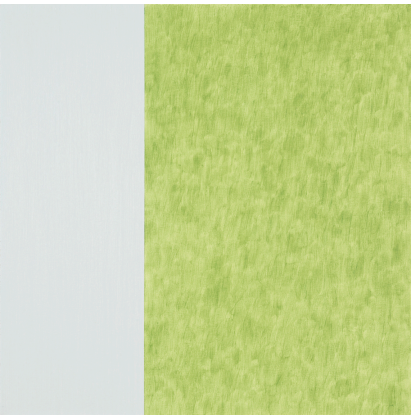
Fergus McCaffrey features
Marcia Hafif
at Frieze New York

May 14-17, 2015
Stand C16

Fergus McCaffrey, New York is pleased to announce a solo booth of works by Marcia Hafif at Frieze New York 2015.



Born in Pomona, California in 1929, over the course of her extensive career Marcia Hafif has developed a personal practice of exploring and experimenting with the process and materials of painting. After graduating with a B.A. from Pomona College, she moved to Rome, where she lived and worked for eight years before returning to California in 1969 to persue her M.F.A. at the University of California at Irvine.

In 1971, Hafif moved to New York City, where, in the face of widespread critiques of the relevance of painting, she developed a conceptual framework concentrated on the materials of the painting itself. Hafif began to employ a sucessive set of empirical tasks, each allowing her to investigate some aspect of color, paint, or support. For over four decades and through 27 evolving series, she has used the form of painting to experiment with varying types of materials and supports.

Fergus McCaffrey will present four major series from different points in Hafif's career, including *Mass Tone Paintings* (1973-74), a selection of which were first shown at Sonnabend Gallery in New York in 1974; *Broken Color Paintings* (1978), featured in *Breaking Color*, curated by Alanna Heiss at The Clocktower in New York in 1979; *Fresco Paintings* (2008), based on the colors of Piero della Francesca; and, *Splash Paintings* (2009), inspired by the work of Fra Angelico.

Hafif titled each work with the name of a pigment as seen in its dense, unmixed color in her *Mass Tone Paintings* (1973-74). As in the traditional technique for making oil paint, Hafif ground pigment into linseed oil using a glass plate and muller, and painted each color onto a single canvas.

In her *Broken Color Paintings* (1978) Hafif mixed two complimentary colors (red and green, blue and orange, or yellow and purple) with white – painting each brush stroke separately onto the surface, starting in the center of the canvas and continuing until it was covered. The sky and earth tones of Piero della Francesca inspired the *Fresco*

Paintings, (2008). Here Hafif divided the surface vertically, painting one side a lighter or darker indigo, and painting the other an earth color in a glaze medium that revealed her small, vertical brush strokes.

In the larger format *Splash Paintings* (2009), Hafif painted the canvas with a pure color (blue or red, orange or green) before covering it with a white scumble and throwing paint at the center.

Hafif's work has been exhibited extensively both in the United States and in Europe, most recently in the 2014 Hammer Museum Biennial, *Made in LA*. A forthcoming exhibition at Laguna Art Museum will open in June 2015. Her full body of work comprises photography, sculpture, film, and installations, in addition to painting, and is represented in many collections, including The Museum of Modern Art, New York; the Museum of Contemporary Art, Los Angeles; and the Art Institute of Chicago. Marcia Hafif divides her time between Laguna Beach and New York.

Image: Marcia Hafif, *Fresco Painting: 3 LB08 (Indigo/Green Earth)*, 2008. Oil on canvas, 20 x 20 inches (50.8 x 50.8 cm)

About Fergus McCaffrey

Founded in 2006, Fergus McCaffrey is internationally recognized for its groundbreaking role promoting the work of post-war Japanese artists, as well as a quality roster of select contemporary European and American artists. Fergus McCaffrey's rigorous, thoughtful approach is marked by a commitment to discovery, often presenting the work of artists previously unrepresented or misrepresented. Dublin-born founder Fergus McCaffrey has been instrumental in introducing post-war Japanese art to a Western market, including Natsuyuki Nakanishi, and Gutai artists Sadamasa Motonaga and Kazuo Shiraga. The gallery also exhibits the work of seminal Western artists, including Andy Warhol, Birgit Jürgenssen, William Scott, Richard Nonas, Gary Rough, Jack Early and Sigmar Polke.

Chelsea, NY based Fergus McCaffrey opened a second gallery location on the Caribbean island of St. Barthélemy in November 2014.

For press inquiries, please contact:
Alexandra von Stumberg: +1.212.988.2200 / alexandra@fergusmccaffrey.com

Frieze New York 2015 will take place May 14-17, 2015 on Randall's Island, Manhattan.
Preview Day: Wednesday, May 13, 2015

Stay connected with the gallery via Facebook, Instagram and Twitter with the hashtags #FMMarciaHafif #FMFriezeNY and #FergusMcCaffrey.