



PRESS RELEASE

June 1, 2016

3rd Street Gallery
45 N. 2nd Street
Philadelphia, PA 19106

T: 215.675.0993
3rdstreetgallery.com
Gallery Hours: Wed-Sun, 12-pm

FRESH NEW TALENT AT 3RD STREET GALLERY: MICKEY MOUSE AND BUTTERFINGER!

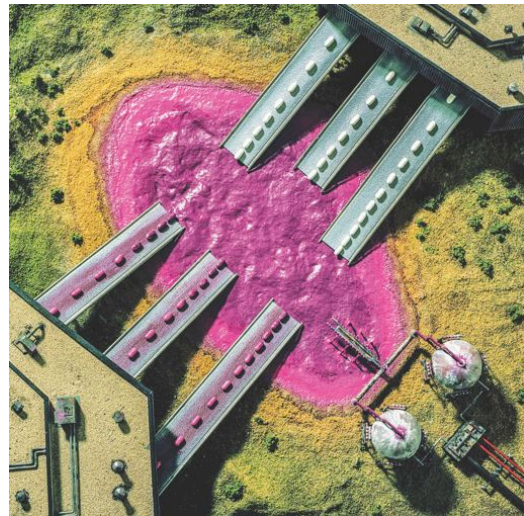
June 29 – July 31, 2016

First Friday: July 1, 5-9pm

Artist's Reception: July 3, 1-4pm

Artists Talk: July 10, 2-4pm

The 3rd Street Gallery is pleased to announce *Squares* and *Sweet Tooth*, the solo shows of painter Kathleen Rose Geiger and photographer Neil Marcello, two artists who use memory and childhood icons from popular culture. Both artists push the envelope to create their two-dimensional imagery that incorporates multiple processes, including the creation of kitschy three-dimensional still life and diorama, photography and painting.



Kathleen Rose Geiger, a Philadelphia native, received her MFA from the Pennsylvania Academy of Fine Arts in 2006. She describes the work in *Squares* to be, “contemporary realism with a Pop art influence”. Using an *iPhone* and *Instagram* photographs, and the process of reproduction, Geiger crops and skews images of kitschy objects such as a toy *Mickey Mouse* or *Rubber Duckies* that make up her still-life creations. Her final, meticulously rendered oil paintings use a square composition in which these skewed and somewhat unnerving compositions find a comfortable resting place. The artist asks the viewer to consider how the use of social media and technology influences our visual language.

Neil Marcello, a visual artist, originally from Bombay, India, received his BA from Indiana State University, where his formative studies in design and architecture continue to influence his photographic works. In *Sweet Tooth* Neil's photographs of architectural dioramas, that he designed and hand built, suggest the role industry plays in the production of candy and the use of artificial dyes in the United States.

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He says, “*I offer them up as kitsch motifs, similar to the shapes, colors and forms used by candy manufacturers to stimulate and entice the viewer...*”.

While viewing these fantasy images, Neil encourages the viewer to reflect on how far we may be willing to go in order to satisfy our cravings. His interest in the candy industry began as a boy consuming readily available sweets such as Nestles, *Butterfinger*, which just recently eliminated artificial dyes in its manufacturing process for this particular brand of candy. He was surprised to learn that the Mars candy manufacturing company used (and continues to use) natural dyes in their production of candies in Europe, and the United Kingdom, **but not in the United States**.

3rd Street Gallery, an artist-run fine arts gallery, opened its first space in 1978 on the corner of 3rd and Bainbridge in South Philadelphia. It has shown numerous artists since its inception and currently hosts fifty member-artists. These multigenerational, award-winning artists hold advanced degrees in the arts and sciences, work in diverse traditional and contemporary media, and have their works included in collections at museums, as well as in corporate and private collections.

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† **Images:** Kathleen Rose Geiger, *Mouse*, 2016, oil on canvas, 32 x 32 inches • Neil Marcello, *Good and Plenty*, 2016, archival pigment print, 24 x 24 inches