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FIRST EXHIBITION IN GRAM'S NEW MICHIGAN ARTIST SERIES, *MICHAEL PFLEGHAAR: REINFORCING OBJECTHOOD*, ON VIEW FEBRUARY 10 – APRIL 22, 2012

Exhibition opening and artist talk scheduled for Friday, February 10

GRAND RAPIDS, Mich., February 6, 2012 – The Grand Rapids Art Museum launches the first exhibition in its Michigan Artist Series with *Michael Pflöghaar: Reinforcing Objecthood*. The Michigan Artist Series will consist of approximately four exhibitions each year, held in a variety of spaces within the Museum, and will feature the work of contemporary artists or designers who reside in Michigan.

The exhibition opens with a reception on February 10, featuring piano music beginning at 5:30pm, a cash bar, and galleries open for viewing until 9:00 pm. The presentation and gallery talk by Michael Pflöghaar begins at 7pm, part of GRAM's *Friday Night Conversations*.

Pflöghaar is a Grand Rapids artist whose work translates three-dimensional utilitarian form onto a two-dimensional, flat plane—resulting in a new physical object. By integrating elements of design objects, his paintings lie somewhere between representation and abstraction.

The artist has made Grand Rapids his home since 1983, and is represented in many private, corporate, and public collections. Pflöghaar received a BFA in painting from Grand Valley State College in 1989 and an MFA in visual arts from the Art Institute of Boston at Lesley University in 2011.

Pflöghaar says he aligns himself with the Modernist belief that a painting should be seen as something entirely new, not simply a representation of reality. The artist has a deep interest in the shapes and form of modern design objects, and uses these as inspiration when creating new work. Pflöghaar transforms them into new, two-dimensional objects that capture the spirit of modern design.

The artist's work illustrates the paradox that a painting can represent something other than itself, yet it is also an object in its own right.

Learn more about the exhibition and the series at www.artmuseumgr.org.

About the Grand Rapids Art Museum

The mission of the Grand Rapids Art Museum (GRAM) is: to inspire discovery, enjoyment, and learning about art; to serve as a welcoming and inclusive cultural resource; to collect, conserve, and interpret works of art of the finest quality. Established in the heart of downtown Grand Rapids, the new Art Museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century

painting and sculpture and more than 3,500 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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