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David Weinberg Photography

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FOR IMMEDIATE RELEASE:

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Adrift

David Weinberg Photography is pleased to announce the opening of photographer David Weinberg's exhibition of his newest body of work "Adrift". "Adrift" is the second exhibition to be showcased since the unveiling of his new Studio in early 2011. **The show will run from November 4, 2011 – March 16, 2012 with an opening reception on Friday, November 4th, from 4-8PM with an artist talk commencing at 4:00PM.**

"Adrift" is a photographic journey that began as a technological exploration. In 2008 Weinberg completed his series "Currents and Tides." With this series Weinberg utilized infrared digital technology for the first time to create a mood where the viewer perceives an altered state that is only an expansion of one's true physical reality. "Adrift" expands upon this dream-like state as Weinberg photographs floating figures in Lake Geneva but the tonalities are deconstructed into black and white where the water becomes a somber jet black and the sunlit faces turn into porcelain white masks. Each of the 24 images is a pure photograph with no digital enhancement yet the works are not documentary in nature but rather are both a personal and universal narrative for the artist.

Over a decade ago, David Weinberg decided to pursue his passion for fine art photography. This metamorphosis came after 10 years as the co-Chair of the family business, Fel-Pro, Inc., a gasket manufacturing company located in Skokie, IL.



David Weinberg, *Adrift, Plate 1* (2011)
32" x 48" Archival Pigment Print

For three generations, Fel-Pro, Inc. was heralded for their innovative work environment. Understanding the benefits of collaboration, Weinberg lectured on the company's progressive business practices at universities and governmental agencies worldwide. This collaborative process has carried over into Weinberg's photographic approach. This can be seen in "Mr. Wild's Garden" and more recently in "Adrift" where Weinberg worked with a number of fine arts graduates from Columbia College and School of the Art Institute who were not only the subjects but participants in his photographs.

With "Adrift" Weinberg is launching his most psychological and allegorical of suites that is a departure from his earlier series that focused on composition and color. As a seasoned artist, Weinberg explores in "Adrift" the path not taken. Yet this path of "aimless randomness where we relinquish control and surrender" as he states may not be in the end, the road best chosen. Weinberg comments on a purpose filled life. In his own personal life, Weinberg speaks of his evolution from out of moments of crisis to stability. "Adrift" is Weinberg's own testament to a journey well lived: a life of organization and goals of competition and purpose. He questions the differentness of a life governed by spontaneity and freeness from responsibility. In the end he embraces the choices made and lets go the illusion for himself that the other fork in the road would be more fulfilling but allows each of us to follow our own journey in his newest body of work "Adrift."



David Weinberg, *Adrift, Plate 1* (2011)
32" x 48" Archival Pigment Print

David Weinberg Photography is open Mondays – Fridays, 9am to 5pm. Please feel free to contact us with any questions regarding Weinberg's work past or present. We strive to provide a welcoming environment in our gallery and invite you to visit and introduce yourself to our knowledgeable staff at your convenience. We hope to see you soon.