

August 23, 2006

PRESENTATION HOUSE GALLERY

Ron Terada Public Art Project

North Vancouver locations: Keith Boulevard at Marine Drive
& Low Level Road, near the Esplanade Corner



PRESS RELEASE

Presentation House Gallery is pleased to announce a public art project by Vancouver artist Ron Terada.

The artwork is located on Keith Boulevard half a block up from Marine Drive in North Vancouver in a City of North Vancouver flower garden. The landscaping has been customized to incorporate the words TEMPORARY laid out in decorative stone.

Ron Terada often uses signage and advertising as art forms, and replicates common formats, such as his "Welcome to the City of Vancouver" piece that looked exactly like an official municipal sign. "Temporary" takes the form of civic landscaping and roadside advertising. Often located in the public realm, his works are meant to be seen by chance while in transit. The familiar language and turns of phrase of his "signs" have ambiguous meanings that shift with each interpretation, as with his neon sign "Stay Away from

Lonely Places" (the title of a Willie Nelson song) that has different connotations in each location. Around North Vancouver this summer Terada set up a number of mobile signboards with messages such as "LEARN VIDEO EDITING" and "THE WORDS DON'T FIT THE PICTURE." One of these signboards with the message "SPANNING TIME" is currently on view on Low Level Road, near the Esplanade Boulevard corner, in North Vancouver. Through subtle means, Ron Terada provokes questions about the cultural significance of signs in urban landscapes.

Ron Terada is an internationally-acclaimed contemporary artist. Born in 1969, he studied art at Emily Carr Institute of Art and Design, Nova Scotia College of Art and Design and the University of British Columbia. Ron Terada has participated in major exhibitions in Antwerp, Rome, Prague, Sydney, San Francisco and across Canada. In 2004 he was awarded the prestigious VIVA award from the Jack and Doris Shadbolt Foundation for the Visual Arts. His works are in the collections of the National Gallery of Canada, Art Gallery of Ontario, Vancouver Art Gallery and the Museum of Contemporary Art in Los Angeles, as well as private collections.

The commissioning of Ron Terada's artworks for the North Shore has been generously supported by funds from the North Shore Arts Commission. In conjunction with the exhibition, *Territory*, this project has received financial support from the Spirit of BC Arts Fund, BC Arts Council, Vancouver Foundation and Canada Council for the Arts.

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