



FOR IMMEDIATE RELEASE:

55DSL, 8FIVE2SHOP, and 24HERBS present:

ERIC HAZE: FULL CIRCLE

July 24 – August 8, 2008

Opening Reception: Wednesday, July 23

(3-5pm: Press Session / 9-11pm: General Reception)

M O C A China @ Delay No Mall

Causeway Bay, Hong Kong

www.mocachina.org

JULY 14, 2008 (HONG KONG/NEW YORK): Eric Haze was an essential part of the collective of New York artists that brought graffiti as an art form into the arena of art galleries and media in the early '80s. Haze has also been one of the leading innovators in the visual development of hip-hop culture as it emerged as the definitive style and language of 1980-1990s popular culture.

In **Full Circle**, Haze transforms the gallery into a bold environment of his signature hand styles and letterforms, and a display of free associative approach to shape and color. Developing the show for almost a year, the majority of the works were produced in the past six months. The exhibition will include 15 drawings on paper (mostly charcoal and pastel), 15 large-scale hand-painted acrylic canvases, 10 archival silkscreen prints on canvas, plus several standalone one-off pieces created in both paint and ink.

Full Circle represents a return to Haze's roots in fine art, inspired by his recent relocation back to New York City. In the course of reinventing himself and his brand, his approach to art and design has evolved into a more organic process, placing more emphasis on his fine art than ever. Unlike much of his previous work, Haze has created the bulk of the exhibit without a predetermined blueprint, but instead, he employs a more freestyle approach while still utilizing some of the iconography that has informed his graphic design for many years.

At its core, **Full Circle** is an immense love of line and gesture. Inspirations for this body of work include the freedom of art and abstraction that came out of New York in both the '60s and '80s, as well as a certain immediacy that is inherent in the graffiti art of his roots. Elements of repetition and letterforms that are vital to the spirit of graffiti are evident. Haze has jumped into this new phase of production with unabashed enthusiasm, feeling his work is humanized to a much greater degree than the work he produces as a graphic designer. "To me, sometimes it is simply the beauty of a brush stroke or the line itself that is the heart of the piece," he says. "I am not so interested in figurative imagery and story telling. I am a greater fan of abstract expressionism and the more minimalist aspects of modernism, and would love to see a return to the kind of big bold gestural painting that was at the root of these movements."

Presented by 8FIVE2SHOP, 55DSL and 24Herbs, **Full Circle** will be on display at M O C A China from **July 24 - August 8** with an **opening reception on July 23**. Press is invited for a **preview from 3-5pm** with the **general reception from 9-11pm**. Concurrent with the show will be a pop-up shop produced by 8FIVE2SHOP and 55DSL where limited quantities of Haze merchandise work will be available for purchase. The pop-up shop will also feature an installation by Eric Haze and Carl Rauschenbach.

About Haze:

Born and raised in New York City, Eric Haze has been making his impact felt in the worlds of art, product and graphic design for over 30 years. After spending the 70's and early 80's on the front lines of the graffiti movement, Haze opened his design studio in 1986, becoming one of the first visual artists to define the look and graphic language of Hip Hop during its golden years. Some of his most classic works include designs for Public Enemy, EPMD, LL Cool J, and the Beastie Boys. Haze founded his own clothing line in 1993, which remains recognized worldwide as one of the original brands that helped create the blueprint for streetwear as we know it today. Over the last 10 years, Haze Studios has also produced a diverse range of client work and collaborations with industry leaders such as Nike, Casio, Honda, and Apple. Recently relocated to back to NY after over a decade based in LA, Haze now directs his brand and company out of their new Brooklyn headquarters.

About MOCA:

MOCA China is an independent, not-for-profit educational foundation devoted to the exhibition and interpretation of contemporary art and how it relates to contemporary life. They hope to address the pressing needs in China and Asia for new channels devoted to experiencing art and for imagining the future. With an ambitious program of exemplary exhibitions of international contemporary art and engaging activities, presented in an environment that matches the vibrant nature of Hong Kong, and through an integrated network of museums of contemporary art in the region and overseas, MOCA aspires to play a key role in the development of contemporary art and encouraging dialogue and understanding between cultures.

MOCA: 2/F, 68 Yee Wo Street, Causeway Bay, Hong Kong

About 8FIVE2SHOP:

8FIVE2SHOP first opened its doors in 1999 with the aspiration of becoming Hong Kong's first authentic street fashion/skateboard shop, introducing for the first time unknown labels to internationally popular brands never before seen in Hong Kong. Reputed for our exclusive selection, knowledgeable staff, and incomparable products, we pride ourselves in our continued role and integral part in the evolution of street culture here in Hong Kong through various skateboard events and skateboard associations. Bringing you more than just a logo, we bring you the brand philosophies and roots. 8FIVE2SHOP is more than just a shop. We represent Hong Kong.

About 55DSL:

55DSL is a street-fashion brand that isn't about sitting around waiting for life to happen, its for those who take life by the balls and want to look pretty decent while doing so. Created in 1994 as an experimental spin-off from Diesel, the brand rapidly established its own exuberant identity. Now a company in its own right, it both complements and defies its parent. The line was originally inspired by radical sports – snow, surf and skate – and these remain anchored in its DNA. But as the brand grew, it embraced the fusion of sport and urban culture that is the foundation of today's street style.

About 24Herbs:

24Herbs AKA Ya Sei Mei, is a breath of fresh air to the concrete jungle. The name comes from a bitter tasting herbal drink, special to Hong Kong. This medicine is either loved or hated which is what the band's about. You can love or hate their music but what they're giving you is good for you! The six members Conroy Chan AKA Drunk (actor and straight off the success of ALIVE), Eddie Chung AKA DJ Dor Yuk (an established producer in Hong Kong), Brian Siswojo AKA Sir JBS (Extreme games Master Of Ceremonies and designer of Knowledge clothing), Brandon Ho AKA Ghost Style (underground artist/producer), Kit and Phat (members of the legendary group LMF) each bring their unique styles to the band to create an unforgettable combination.

With thanks to: MOCA China, Delay No Mall and Knowledge.