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FOR IMMEDIATE RELEASE:

NON CURO — ALEX KWARTLER

Both site-specific and dispersed, Lie Lay Lain's presentation of *Non Curo* by Alex Kwartler is and was installed throughout three boroughs of New York City. Plastered among the advertisements of recently available escapes like travel, fashion, and concerts are yellow and black posters of three iterations of an ancient text. The posters appropriate the graphic codes of concert promotion. The wild-posted broadsheets are ephemeral. The color fades, posters are removed or replaced, other futures are promoted. *Non Curo*'s message, however, rests in the ever-present. Kwartler describes the project this way:

A few months ago I had a conversation with a friend who'd just survived a life threatening illness. He told me his experience had lead him to start a group called *The Association for the Palliative Turn*. Following the same principles of palliative care he asked what it might look like to make artwork that would accompany a 'person, culture or belief system on their final stretch'. Can the end be reframed not as loss but as the last step in a process? Can we acknowledge and plan for this inevitability and bring pleasure along with it? What would this even look like?! The conversation reminded me of the Epicurean epitaph I was not, I was, I am not, I don't care. I made posters that offer three translations of this epitaph. The posters are up around the city now.

Signed and numbered posters from an edition of 100 are available from Lie Lay Lain, LLC and a portion of each sale is given to Gift of Love Hospice in Greenwich Village.

Additionally, the posters are distributed around Berlin this summer as a part of *The Palliative Turn*, an exhibition organized by Olav Westphalen and hosted by the Brandenburgischer Kunstverein Potsdam.

Alex Kwartler (b. 1979, New York, NY) lives in New York, NY, where is represented by Magenta Plains. He has exhibited his work at Nathalie Karg Gallery, New York, NY; P.S.1 Contemporary Art Center, New York, NY; White Columns, New York, NY; Bortolami Gallery, New York, NY; Mitchell-Innes & Nash, New York, NY; Martos Gallery, New York, NY; Casey Kaplan, New York; NY; Petzel Gallery, New York, NY; and Wallspace, New York, NY. Reviews of his exhibitions have appeared in *The New York Times*, *The New Yorker*, *Frieze*, *Artforum* and *Art in America*. Kwartler's paintings were featured in "Painting Abstraction" edited by Bob Nickas and published by *Phaidon Press*. Kwartler was artist-in-residence at The Chinati Foundation in Marfa, TX in Spring 2017.