

Elsa Press Release

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KMAC MUSEUM

For Immediate Release:

Louisville Artist Elsa Hansen Oldham to Open at KMAC

Hansen Oldham's first solo museum show opens October 19th

October 2, 2018

For Immediate Release (Louisville): KMAC Museum in Louisville, Kentucky is debuting a new exhibition this month, a solo showcase of local artist Elsa Hansen Oldham. The exhibition will be shown in KMAC's third floor gallery.

Louisville native Elsa Hansen Oldham works in fiber, imbuing the traditional decorative art of embroidery with a personalized form of social critique. Her embroidered illustrations touch on topics of celebrity identity and pop culture, and she often stages her subjects in juxtapositions that are artfully comical and mischievous. Her work draws on traditional embroidery sampler patterns and incorporates a wide array of influences that include the illustrations of Craig Robinson and the subversive craft of Tracy Emin, as well as the work of Swedish Sámi textile artist Britta Margareta Marakatt-Labba.

After moving to New York from Kentucky in 2008, Hansen Oldham took up cross-stitching to pass the time but it quickly became an entry point into the world of contemporary art. She worked as a studio assistant for the artist Tom Sachs before moving back to Louisville to concentrate on her own art practice. In September 2017 she had two concurrent solo exhibitions at Dickinson Roundell in NYC and Rental Gallery in East Hampton. She was the subject of a New York Times Style Magazine feature in April 2017 called "Pop Culture Figures —Rendered in Embroidery."

Her KMAC show will feature some of her most iconic embroideries, alongside new, rarely seen work. Aligning with KMAC's approach of examining the spaces between traditional media and contemporary artistic production, Oldham's work deftly collapses the boundaries between art, craft, folk art, and decoration, informing a broader conversation about material culture and storytelling.

Media and the public are encouraged to attend the show opening on October 19th from 6-8pm for conversations with the artist and Joey Yates, KMAC Curator. For more information, or to schedule interviews, contact Maddie Tong, Communications Manager, at maddie@kmacmuseum.org or by phone at 502.589.0102 ext 1007.

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Fact Sheet

WHAT: Elsa Hansen Oldham Solo Show

WHERE: KMAC Museum, 715 West Main Street, Louisville KY 40202

WHEN: October 19, 2018 (opening) to January 27, 2019

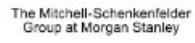
About KMAC Museum (kmacmuseum.org)

KMAC Museum is a contemporary art museum located in historic downtown Louisville on "Museum Row." KMAC Museum's goal is to educate and inspire while promoting a better understanding of art

through exhibitions, education, and collections.

The Museum explores the relationship between art and craft by identifying art as the big idea and craft as the intersection between process, materials, and labor. The museum connects people to art and creative practice.

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KMAC IS SUPPORTED BY



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