



GUSTAVO TEN HOEVER: *LA MADRESELVA*
In Association with Natacha Weiss
December 2 - December 17, 2010
Artist's Reception: Thursday, December 9, 2010, 6:30 - 8:30PM

ARC Fine Art is pleased to announce a New York City location (508 West 26th Street, Suite 318) for the exhibition of photographs by Gustavo Ten Hoever, *La Madreselva*, which recently closed in its Fairfield, Connecticut gallery. This exhibition has been produced with Natacha Weiss of New York and is the artist's first solo exhibition with the gallery. *La Madreselva* includes nearly 30 chromogenic and silver gelatin prints, ranging from intimately scaled still lifes of nature and fruit to impressive views of the natural beauty of such diverse places as Hawaii, Uruguay, Brazil and France. While succeeding in capturing a majestic side of nature's splendor, Ten Hoever simultaneously records the beauty found in the daily rhythms of simple life amongst people around the world. *The Madreselva* is a plant, and literally translated it means "mother forest," but it is also a famous Tango lyric and famous Argentine film produced in the 1930s. For Ten Hoever, the title of this exhibition, *La Madreselva*, refers to all of those things and more ~ it is meant to convey all that is beautiful in life from the simple to the grand.

Gustavo Ten Hoever was born in Uruguay and attended photography school in Montevideo, Uruguay. He moved to New York in 1986 and now divides his time between Paris and New York. After an eye opening time spent traveling into the Brazilian Amazon, he began shooting for his first photo exhibit, *Full Moon People*, covering the indigenous people of this region. Since then, the artist has traveled continuously and exhibited globally, while his editorial work can be seen in publications around the world. Publications featuring his work include *I-D Magazine*, *French Vogue*, *Wall Street Journal Magazine*, *US Vogue*, *Arena*, and the *New Yorker*. His clients include Hermes, Dosa, Editions Gallimard, Persol, Dunhill, Jose Cuervo, Orange, Harrods, and Chaumet. Over the past 10 years, Ten Hoever has shifted his attention to a more personal photographic journey, capturing the natural beauty and poetry of places and people. A spiritual quest to capture the essence of place or person informs Ten Hoever's photography which is distinguished by this unaffected interaction of nature and space, beings and objects.

ARC Fine Art's temporary New York location is 508 West 26th Street, Suite 318 and is open by appointment. Further inquiries, please contact Adrienne Ruger Conzelman at 203 895 9595.