



West Chelsea Artists Open Studios™

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NYC Fashion Week Art Exhibition by Artist Scotto Mycklebust will be on exhibit at the newly opened ILIAS ZARBALIS SALON New York City.

West Chelsea artist Scotto Mycklebust and Ilias Zarbalis Salon presents an exhibits of Mycklebust's *2 Queens for Fashion Week Power Paintings* as part of NYC Fashion Week. The exhibition is on view September 1 – 30, 2016.

A Fashion Week Champagne Artists' Reception will be held September 8, 2016, 6-8 p.m. at Ilias Zarbalis Salon, 3 West 13th Street.

Fashion and Art come together to promote culture in New York City during NYC Fashion Week. Ilias Zarbalis Salon partners with West Chelsea Artists Open Studios to present Ilias Zarbalis Salon's first annual Fashion & Art Series this September at Ilias Zarbalis first USA salon.

Event Date: Artists' Reception September 8, 2016, 6-8 p.m.

Exhibition: September 1-30, 2016

Location: 3 West 13th Street @ 5th Avenue, NYC

New York, NY, September 1, 2016. Fashion and Art come together to promote culture in New York City during NYC Fashion Week. Ilias Zarbalis Salon partners with West Chelsea Artists Open Studios to present Ilias Zarbalis Salon's first annual Fashion & Art Series this September at Ilias Zarbalis first USA salon.

The Fashion & Art Series kicks-off with an exhibition by West Chelsea artist Scotto Mycklebust, and features Mycklebust's *2 Queens for Fashion Week Power Paintings* as part of NYC Fashion Week. The exhibition is on view September 1 – 30, 2016.

Ilias Zarbalis Salon is hosting a Champagne Artists' Reception, Thursday, September 8, 2016, 6:00 – 8:00 p.m., to meet the artist and Ilias Zarbalis.

Ilias Zarbalis Salon Fashion & Art Series gives patrons the opportunity to view works by local artists, and purchase the works on view in support of artists who live and work in New York.

Ilias Zarbalis has successfully opened five namesake salons throughout Greece, including four in Athens and one at the infamous Nammos at Psarou Beach,

Mykonos. In June 2016, the renowned hairstylist fulfills a personal dream to open his first U.S. salon in the heart of his favorite city in the world— New York.

With over 30 years' experience styling dignitaries, the fashion world and influencers alike, Zarbalis is widely regarded for providing the ultimate luxury salon experience, with the highest standards for excellence in creativity and high quality service. Styling dignitaries, fashion designers and influencers alike, Ilias believes strongly in going above and beyond for his clientele. With pristine detail, he thoughtfully creates the right hairstyle that complements facial features, personality, and overall look of his client.

"It has been my lifelong dream to influence and inspire American beauty, and I am thrilled to open a U.S. flagship location in my favorite city in the world," says Zarbalis. "I am impacted by the art and iconic street style of New York and look forward to merging that sensibility with European sophistication."

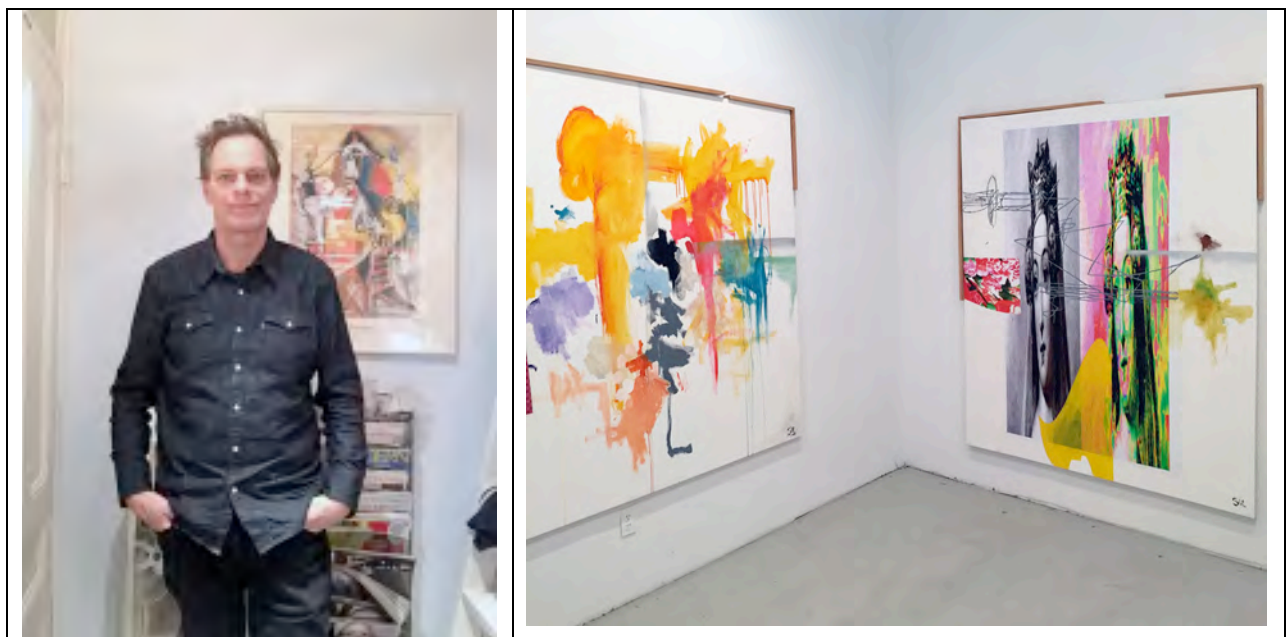


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Scotto Mycklebust

ILIAS ZARBALIS's Fashion & Art Series Exhibition Featured Artist, September 1 - 30, 2016



Scotto Mycklebust was born in Minneapolis, MN, in 1954. He studied art and humanities at the University of Minnesota, and obtained degrees in Studio Arts, Visual Communications and Theater Set Design from Augsburg College. Mycklebust

has long been a versatile and pioneering force in multimedia art; his practice encompasses painting, drawing, sculpture, sound, video, and performance. His work scrutinizes contemporary attitudes towards imperialism, commerce, globalization, and the body, challenging dominant ideologies and conventional aesthetics. He has described his body of work as an "expanding vision," which allows him to "speak in many voices" while exploring persistent themes. "Over time it has become very clear to me that the medium is just a vehicle," he says. "I find that limiting yourself as an artist or staying within one particular field of art just does not cut it these days. As economic systems globalize and the media landscape becomes more complex, it's important to expand your practice. Multitasking is part of our nature today."

For over twenty-five years, Mycklebust has continued to explore a wide range of media. While many conceptual artists are more interested in ideas than execution, Mycklebust's art exhibits not only theoretical rigor but also technical skill. Recent paintings, such as *A Marat Painting* (2008), *WAR No* (2007), and *We Will Not Be Silent* (2007) draw on a range of contemporary and historical images, demonstrating a deep engagement with both traditional European portraiture and the 20th century avant-garde. He has been quick to incorporate digital technologies into his work, and several of his compositions combine computer-generated imagery with oil paint. Mycklebust has also continued to compose music, using sophisticated computer programs and his primary instrument, the piano.

After the events of September 11th, 2001, Mycklebust's art has become increasingly political, reflecting a well-founded anxiety about America's muscular foreign policy. Influenced by the provocative opus of Martin Kippenberger, new works such as *Big Money Bag Sculpture* (2006) and *I Am Not a Terrorist* (2008) confront the paranoia, corruption, and grotesque violence of the post-9/11 world. With *Public Art Squad* (2004) Mycklebust reached beyond the world of studios, museums, and galleries, introducing performance art into the public space. *Political Machine* (2008), a sound and video piece about the possible Iran War, was included in "Sonic Self 2," a group show at the Chelsea Arts Museum. *Rev* (2003), an installation piece that simulated the horror of the Iraq War, was included in "Sonic Self at the Chelsea Art Museum.

In 2009, Mycklebust moved his art studio to the West Chelsea Arts Building, located in the center of the West Chelsea gallery district. The move inspired new direction in his work, to explore a new mix of traditional art making techniques with digital techniques and technology. A new series of large-scale *Super Size* paintings were born. The move to West Chelsea also brought on the involvement with the West Chelsea artists' community. Since 2010 Mycklebust has organized, programmed and produced, over twenty annual artists open studios event: including the High Line Artists Open Studios, www.highlineopenstudios.org and the West Chelsea Artists Open Studios, www.westchelseaartists.com. In 2011 Mycklebust created and published *Revolt Magazine*, a print tabloid and online art commentary publication with international distribution. 2012 included a trip to Berlin for Revolt Magazine and participation the 7th Berlin Biennale Occupy Museum Movement.

Mycklebust has become an artist's advocate and activist for New York City's West Chelsea artists' community and the Arts, helping artists develop and grow as an independent artist.

Scotto Mycklebust

www.scottomycklebust.com

The West Chelsea Artists Open Studios is organized and presented by Scotto Mycklebust, Artist and Executive Producer, the Public Art Squad Project and Gothambrand, www.gothambrand.com for Ilias Zarbalis Salon.

For more information, visit West Chelsea Artist Open Studios at www.westchelseaartists.com