

Paul Rousso at Avant Gallery

March 10th, 2021 — Avant Gallery is pleased to announce Paul Rousso's new series of groundbreaking large-scale sculptures now on view on three locations: in the heart of Miami at Brickell City Center, The Shops at Hudson Yards, NY, and on its latest location at the Aventura Mall, the upscale shopping mall located in Aventura, South Florida.

Paul Rousso attended Ohio's Cleveland Institute of Art and earned his BFA from the California College of the Arts in 1981. After a successful career in interior design, drawing plans for special clients such as Robert De Niro, the artist began his artistic exploration of Pop Art and its commentary on labels and mass production. Rousso is a dedicated researcher of Western art movements and history. He ponders how the digital era is replacing paper and ink and putting an end to a Cultural Revolution that impacted society ever since the invention of the printing press in the fifteenth century.

In that sense, Rousso's work is also an homage to the printed word and all the brands and trends that forever changed us. Intellectual and whimsical at the same time, his art dialogs with great names of art history such as Andy Warhol and Roy Lichtenstein. "Big Money" and "Paper Planes, Paper Dreams" are the artist's latest two series featuring oversized dollar bills and recognizable labels shaped into dynamic, gestural sculptures. The artist's unique creations are already in great demand among collectors and famous personalities, and Rousso's pieces are held in private collections all over North America and overseas.

"Mad Money"

American-born visual artist Paul Rousso has always been driven by his wish to create enduring art. To that end, the artist studied iconic masters that developed innovative approaches to perspective and depth, and decided to leave his mark on the history of art by developing his concept of "flat depth". By approaching originally flat objects and shaping them into 3-dimensional objects, Rousso creates a new approach to sculpture, one that has guided his artistic practice ever since.

Rousso has experimented with large-scale creations for over two decades, and he has worked relentlessly to perfect his process. In his "Mad Money" series, the artist reproduces current and historical dollar bills, like the \$500 and the \$1000 bills that were taken out of circulation in 1969.

The sculptures are double-sided and recreated to the finest details: the red and blue synthetic fibers always seem to make people wonder if the sculpture in front of them is really something besides cloth!



The artist's choice of material is actually polystyrene, a type of highly malleable resin that Rousso selected after experimenting with other media. The artist transfers the image to a flat sheet of material and handcraft the details to give it a worn, realistic feel. Rousso then molds the sculpture using welding torches similarly to glass sculptors. This remarkably specialized process results in large wall-mounted and free-standing sculptures that entertain and astonishes the viewer.

“Paper Planes, Paper Dreams”

Using the same material and welding techniques of the “Big Money” series, the artworks that constitute the “Paper Planes, Paper Dreams” series are inspired by the artist’s memories and experiences of his childhood. As an 11-year-old boy, Paul Rousso used to make paper planes to entertain himself, and those fond memories of a child’s plaything and of the paper blowing in the wind bring a personal touch to this work. In a way, that was Rousso’s first experience in transforming a flat material into a 3-D object.

The artist’s interest in turning everyday objects into art is also present in this series. Dollar bills, newspapers, magazines, are all printed into a Polystyrene flat sheet and molded origami-style into paper plane shapes. One, in particular, features a drawing by Rousso’s son that the artist found in his attic and transformed into a father-son collaboration. This must-see series was commissioned by Avant Gallery and is shown simultaneously in all its three locations. This is a part of an initiative of the gallery to make art more available to the public in a moment in which we are all still experiencing travel restrictions.



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