



## NEW CONCEPT GALLERY: Where Color Reigns Supreme

Many a visitor to the Land of Enchantment remarks on the color – not just in the sky and mountains, but in the way buildings are decorated, both internally and externally, and how locals dress as well. Walking into New Concept Gallery is like walking into a portal where the best of New Mexico's color-obsession is vibrant and alive; whimsical sculptures sit beside striking photographs, alluring abstract art and nostalgic landscapes, each beckoning the viewer in its own way.





**L-R:** Painting by Cecilia Kirby Binkley, bronze by Roger Arvid Anderson, painting by Reg Loving, sculpture and painting by Ann Hosfeld  
**BELOW** Gallery exterior



artists who are established, who have worked for many years, and who've arrived at their own style," she says. "It's all contemporary painting, sculpture, photography and printmaking by local New Mexican artists, except one. A sculptor from San Francisco, Roger Arvid Anderson, came in, and I took him on because I thought his work was exceptional."

"Exceptional" is a word Hosfeld might use to describe any of her artists, and she's not prone to hyperbole. The 13 artists represented in the gallery are of a caliber Hosfeld personally deems remarkable. "I look for the unusual, for someone who has a distinctive style. I have a background in galleries, art and museums, so I represent art that speaks to me. I want to support good art."

Troy Buchleiter, the gallery's assistant director, adds, "The focus is far more on whether Ann believes in the artists' work than if it is easily marketable. Ann tends to be drawn to artists whose unique voice speaks through their work in a distinctive way. You can see it in the way Bill Heckel photographs a nude, in the whimsical creatures that Richard Swenson's sculpts from piles of scrap metal, and in the way Julia Roberts integrates the symbolism of pueblo pottery into her hand-pulled prints."

This rousing chromatic vibe has much to do with the curatorial instinct of artist and owner Ann Hosfeld. A graduate of the Cooper Union Art School in New York City, she studied primarily with the second generation Abstract Expressionist painters. Later, she moved to Los Angeles. There, the tropical landscapes inspired her to create paintings of colorful botanical images. In the early 80s, a friend suggested she check out Santa Fe. "I came here and loved it," Hosfeld relates. "I moved within six months of visiting."

Hosfeld opened New Concept Gallery in 2007 with the intent of featuring contemporary New Mexican artists. "I've geared New Concept Gallery toward





**TOP LEFT** Sculpture by Roger Arvid Anderson, painting by Jane Abrams  
**RIGHT** Painting by Kathleen Doyle Cook, sculpture by Roger Arvid Anderson  
**BELOW** Ann Hosfeld, gallery director, with painting by Aaron Karp

New Concept Gallery feels a particular loyalty toward its artists, and is focused on empowering them by creating a viable venue for their work. Its relatively small number of artists allows for full representation at all times, even during a show. And the artistic maturity of each artist is showcased in the span of their work, thus giving visitors a comprehensive context of each artists' vision. "We show their early work as well as their later work; you can see their development, and perhaps as a result understand their vision," explains Hosfeld.

Take, for instance, the kaleidoscopic geometries of Aaron Karp, a recipient of the Pollock-Krasner Award. Karp is well-known for his distinctive style of painting, which utilizes various systems of taping to develop fractured fields of color and space. His paintings, with their complex layers of intricate forms and vibrant color, invite viewers to lose themselves in them.

Similar to Karp, painter Jane Abrams introduces exotic subjects into her pulsing, colorful canvases. Hosfeld describes her detailed paintings as "realist, but from an abstract point of view." Abrams has also received many awards, including two from the National Endowment for the Arts.

Speaking of abstract, Kathleen Doyle Cook's intuitive images combine the spontaneous energy of the action painters with the structure of color field artists. Her rich surfaces and textures invite an exploration into its layers of possibilities.

New Concept Gallery also showcases the work of photographers Steven A. Jackson and Woody Galloway, *plein air* oils by Linda Petersen, and bold impressionist landscapes by Cecelia Kirby Binkley.

Another New Mexican "great" at the gallery, painter Reg Loving is curating "South of Santa Fe" from April 15th to May 30th. The show includes the works of Richard Hogan, Wesley Pulkka and four other artists from central and southern New Mexico. Though Loving is well-regarded in the art world in his own right, "he's still pushing his limits and exploring new ideas," says Hosfeld.

And perhaps Hosfeld is too. In the breadth and depth of the diverse work gracing New Concept Gallery, it could be said that color in New Mexico is being born all over again. ■

Photos by Steven A. Jackson and Troy Buchleiter



New Concept Gallery  
 610 Canyon Rd.  
 505.795.7570  
 Newconceptgallery.com