

ANASTASIA**PHOTO**

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PRESS RELEASE

Natan Dvir - Coming Soon

March 15th – May 19th, 2013

Opening Reception: Tuesday, March 19th 6:30 – 8:30pm



Natan Dvir, 2008

Anastasia Photo is pleased to present Israeli photographer, Natan Dvir's first exhibition at the gallery. Dvir began this series, "Coming Soon", in response to his surprise, as a foreigner, at the "numerous ads and billboards covering New York City in a kaleidoscopic commercial net". By juxtaposing giant billboards against seemingly miniature humans in everyday street scenes, he explores our relationship with branded city centers and the commercial environment we live in. Dvir explains, "The branding of the cityscape has become so ubiquitous, that the billboards, looming over the narrow space and monumental in scale, seem to be virtually unnoticed by passerbys. People inhabiting the space underneath are pulled, unaware, into a staged set. The grasp is democratic and compulsory- the only medium that cannot be turned off, trying to reach a diverse public whose movements through the city momentarily overlap."

Natan Dvir (b. 1972) focuses on the human aspects of political, social and cultural issues. He received his MBA from Tel Aviv University and his MFA in Photography from the School of Visual Arts (NY), and is currently a faculty member at the International Center for Photography. His work has been published by numerous international press including the New York Times, Newsweek, Wall Street Journal, the Sunday Times among others. His work is in the permanent collections of the Museum of Fine Arts, Houston, Portland Museum of Art, Santa Barbara Museum of Art, Museum of the City of New York, Center for Photography at Woodstock, Ben-Uri Gallery, Tel Aviv Museum, Museum on the Seam, Nahum Gutman Museum and various private collections.

Anastasia Photo specializes in Documentary Photography and Photojournalism. The gallery space also serves as a center for discussion and portfolio review. In an attempt to further connect these photographic images and the events they depict, Anastasia Photo endows each exhibition with a related philanthropic organization. For this exhibition, we have chosen to support [International Center for Photography's Community Programs](http://www.icp.org/school/community-programs). (<http://www.icp.org/school/community-programs>)

Anastasia Photo is open Tuesday through Saturday, 11am to 7pm and Sunday 11am – 6pm. For further information or questions please contact Jennifer Samuel at 212-677-9725 or jennifer@anastasia-photo.com.