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## FOR IMMEDIATE RELEASE

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### Hornsby's "Recontextualized" Art: Co-creative and Interactive

KNOXVILLE, TENN.— Through experimentation, the Artist Hornsby is redefining "modular art" by repurposing his preexisting artwork and dynamically changing them into more complex compositions. Entitled "Fractured-Recontextualized," Hornsby combines choice canvases from his "Fracture" series to form larger pieces that echo the intent of the original series, that intent being to reveal the "fractured human nature and the fight within."

Hornsby explains, "My original paintings from 'Fracture' can be recontextualized by the rearranging of their parts, thereby providing unlimited possibilities not yet imagined." This recontextualization opens doors for Hornsby to collaborate with collectors/exhibitors/other artists, engaging them in co-creative, interactive art. Together they can jointly determine the appearance of the work to be shown.

Hornsby's inspiration, he said, was Alexander Calder. "I was inspired by the kinetic technique of Alexander Calder's mobiles, and how he overcame the static nature of art. The modular forms I've designed within each of my paintings have the potential to continually vary and evolve through perpetual redesign and placement. They are not fixed entities, but objects of change. With every fluid unfolding, I believe they are the embodiment of performance and installation art."

For years, Hornsby has exercised his creative talent by continually exhibiting his paintings, including a solo show at the Customs House Museum and Cultural Center in Clarksville, Tenn., this past spring. Additionally, his work, "Fracture 1", was recognized by NYC's art elite, Christiane Paul, the Curator of Media Arts at the prestigious Whitney Museum of American Art at

*(continued)*



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a recent exclusive show in the Brooklyn Waterfront Artists Coalition's "Black and White Show." Hornsby was also featured in the April 2017 issue of *Nashville Arts Magazine*.

Professionally, Hornsby has earned more than 100 creative awards, been inducted into Knoxville's American Advertising Federation's Hall of Fame, and has been published in numerous prestigious design annuals such as *Print* and *How*. Hornsby earned his BFA in graphic design from the University of Georgia.

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Attached:

1. fracture-recontextualized.jpg. Also, hi-res version available at <https://hornsby.gallery/pdf/fracture-recontextualized.jpg>

2. tabletop-sketch-work-fracture-recontextualized.jpg. Also, hi-res version available at <https://hornsby.gallery/pdf/tabletop-sketch-work-fracture-recontextualized.jpg>

3. fracture-recontextualized-sources.jpg. Also, a hi-res version available at <https://hornsby.gallery/pdf/fracture-recontextualized-sources.jpg>

4. The Word document version of this press release can be found at <https://hornsby.gallery/pdf/recontextualized-2017.docx>.

*(Pictures with captions on next page.)*



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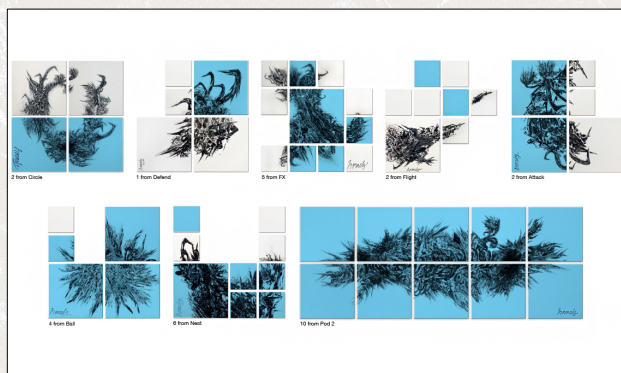
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*"F-R-1a" is a 109" x 109" combination of eight pre-existing "Fracture" paintings.*



*Hornsby's discovery process begins with experimenting with table-top "sketches."*



*"F-R-1a" is comprised from these eight pre-existing paintings, canvases used are highlighted in blue.*