

NEWS RELEASE

For immediate release

a gallery | CONTEMPORARY ART

**a gallery presents**

**A Special Selection of Works of Elizabeth Kleinveld –**

***“For the Love of Flowers”***

**May - June 2011**

**Date:** 19 May – 17 June 2011

**Opening Hours:** 1pm -6pm (Monday – Saturday)  
by appointment (Sunday or public holidays)

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**Opening Reception:** 19 May 2011, 6-9pm

The Consul of the Consulate General of the Kingdom of the Netherlands and the Artist will present at the reception.



Elizabeth Kleinveld – Spring Exuberance 2007  
100 cm H x 150 cm W

***“For the Love of Flowers”***

Elizabeth Kleinveld is a fine art photographer from Amsterdam, The Netherlands but was born in New Orleans, the United States. After Katrina devastated her hometown in 2005, Kleinveld was compelled to capture the storm’s aftermath using photography in the hope of helping to rebuild her beloved city. She became interested in capturing macro shots of the destruction which she found to be a metaphor, representing the catastrophic damage that Katrina wreaked on New Orleans. Kleinveld shot the debris against contrasting bluest skies which gave the images a haunting but beautiful quality.

Kleinveld interest in close-up photography continued, but in 2007 her focus shifted to flowers, finding inspiration in the vibrant colours of exotic flowers and their reflections in water. This gives them a painterly and abstract quality.

Kleinveld became fascinated by flowers which symbolise the beauty of life on the one hand and on the other hand, the fragility of life. The small things in life can be destroyed in an instant because at the end of the day the elements of nature cannot always be controlled by man.

During the making of the flower reflections series, a disaster of a different kind occurred—the financial crisis of 2008. This crisis exposed the ugly side of human nature, how greed can propel us to believe almost anything. Greed is one of the seven deadly sins and it makes us lose perspective on the real value of life as we try to achieve fulfilment through inflated status symbols.

The tulip spout vases represent the abundance of wealth during the height of the Dutch Golden age. The trade in tulips with inflated tulip prices resulted in one of the first recorded financial bubbles. Just as flowers will inevitably wilt, so human greed will lead to the downfall of man.

Through her photography Kleinveld grapples with her feelings of helplessness to these two different disasters, trying to transform her energy into something positive. Her artistic response has become her way of turning hopeless into something beautiful and redeeming.

This exhibition “For the Love of Flowers” reflects Kleinveld’s passion for flowers and shows the transformation of devastation into beauty and hope.

Kleinveld's work has been shown in the United States Senate, the Louisiana State Museum, Colorado Fine Arts Center, DiverseWorks in Houston, the New Orleans Museum of Art, the Dutch Embassy in Washington D.C. and in a number of locations in the Netherlands. She lives and works in the Netherlands.

This is her first solo exhibition in Hong Kong and it has been realised in cooperation with the Consulate General of the Kingdom of the Netherlands in Hong Kong and Macau.

We are honoured to have the Consul General of the Kingdom of The Netherlands Mr Robert Schuddeboom to open the exhibition on 19<sup>th</sup> of May 2011.

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### **About the Consulate General of the Kingdom of the Netherlands in Hong Kong and Macau.**



Kingdom of the Netherlands

The Consulate General of the Netherlands is the diplomatic representation of the Kingdom of the Netherlands in Hong Kong and Macao. Its main task is promoting the interests of Dutch companies. The CG strengthens bilateral trade and economic ties between the Netherlands and Hong Kong and Macao, taking into account the growing integration of Hong Kong in the Pearl River Delta and the gateway function of Hong Kong to mainland China.

Another important objective of the Consulate General is to promote and to strengthen the cultural profile of the Netherlands in Hong Kong and Macao.

[www.Hollandinhongkong.org](http://www.Hollandinhongkong.org)

### **About a gallery**

a gallery is a small boutique gallery, opened in the heart of Noho Hong Kong in 2007. We launched the art space as the embodiment of a desire to share the joy of discovery of new, emerging artists from Asia and provide the most promising with a platform to showcase their works to international collectors.

Driven by passion and commitment to be part of this developing Asian art scene sees us travelling to meet artists from China, Vietnam, Thailand, Korea, Japan. It encourages us to explore more and more radical forms of creative expression beyond the mainstream and into 2D and 3D expressions; installation and video art.

We believe that in a region with a tradition of centuries of artistic achievement, juxtaposed against the huge cultural changes wrought by technology and social and economic impacts make for exciting

impressions and expressions and ignite exploration of new media by the young emerging artists of this region. Their art will force us to see and experience new ideas and creative expressions through unique and stimulating content expression and media.

**Media Enquiries**

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