

FOR IMMEDIATE RELEASE

**Collapse : Roland J Seto, A Solo Show**

November 29th– December 7th, 2008

Reception: Saturday, November 29th, 8 – 11 PM

We are inundated with information in our lives—both in our public and private engagements. The content and context of the information is overwhelming and the boundaries between message types (personal, commercial, political, etc.) have become less definite and, at times the disjunct provides an uncertain and provocative unintended meaning. In this body of work I am examining the semiotics of archi-text (text in architecture) and how its principle use as advertisement and identification of place can collapse upon itself when its purposes become uncertain. The ruptures and instability of meaning continue to collapse when considering the model as metonym and the object as art.

Sea and Space Explorations

4755 York Blvd, LA, CA 90042

<http://www.seaandspace.org>

Gallery is open Sundays 1–5 PM and by appointment

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**DIRECTIONS** from Los Angeles: From the 5, take the 2 north. Take the Verdugo Road exit. Left onto Eagle Rock Boulevard. Right onto York Boulevard (major cross street is Armadale Boulevard).