

PRESS RELEASE

pretty

An art exhibition by members of the Frost Shield Kerfuffle Collective and friends

Public Opening: Thursday, May 2, 7:00 – 9:00 pm
Gallery hours: Friday May 3, 9:00 am – 9:00 pm
Saturday and Sunday, May 4 – 5, 9:00 am – 4:00 pm

Winnipeg's own, illustrious, incomparable, "Frost Shield Kerfuffle Collective" will present **pretty**, a selection of their artistic creations at the Fortune Block at 226 Main Street in Winnipeg.

This is the fourth time the collective has exhibited their work as a group. Previously they have presented: *We have nothing in common except some of us are nice* (cre8ery, 2018), *Revolting!* (The Edge Gallery, 2019) and *Damaged Landscapes* (Prairie Fusion, 2022). Members of the group participating in this show - which is comprised of emerging, mid-career and senior artists, are Michael Boss, Timothy Brown, Kelly-Jo Dorvault, Patricia Eschuk, Kenneth Harasym, Chris Simonite and Diana Thorneycroft. In addition, they invited guest artists Parminder Obhi and Opeyemi Olukotun to join them for this exhibition.

The Frost Shield Kerfuffle's name is a nod to the famous Manitoban winter automobile window covering of yesteryear that was designed to give drivers a frost-free view. The group's name also references a uniquely Canadian term for a commotion likely caused by a dispute, a "kerfuffle".

"Beauty is in the mind of the beholder." is a well-known phrase. Adopting that concept, the same can be said of the collective's individual perceptions of "prettiness". This exhibition will embrace a variety of interpretations and eclectic responses to the word "pretty" as filtered through each artist's own particular point of view.

Pretty is an adjective; a descriptor; a synonym of "pleasant, graceful, delicate, decent, good, sufficient; or from a curiously different angle; "rather large in size or degree; considerable", as in, "that is pretty heavy" (according to the Funk and Wagnalls Standard Dictionary). It also means "decent, to a fair extent; moderately, somewhat, rather..." if you prefer to remain non-committal.

According to the Merriam –Webster Dictionary; "pretty" means; "artful, clever or pat". Shift the letters around in the word "pat" and you have another synonym; "apt". So, it is sufficient but not staggering; moderate, or above the baseline. The descriptor is also used to indicate "delicacy", or "attractiveness" to a degree, but not so expansively breathtaking as to reach the level of "beautiful".

Classifying something as "pretty" is a subjective assessment at the best of times and automatically invites opinions that may prompt counter arguments. It is the collective's hope several kerfuffles will break out at the opening on May 2nd.

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Photos available upon request.

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