

IMAGINED/DISCOVERED:
THE PHOTOGRAPHY OF GEORGE DIEBOLD
J. CACCIOLA GALLERY W
September 16th - October 15th, 2016
Opening Reception: September 23rd, 6-8 p.m.

New Jersey artist George Diebold sees what we don't see or what we overlook, and then shows it to us. His companioned series, *Imagined and Discovered*, invites us into a world of near-mystical beauty created by everyday objects, or refocuses our attention to see our world and its details in new and unexpected ways. J. Cacciola Gallery W's exhibition

Imagined/Discovered: The Photography of George Diebold, brings these two visions together, creating an experience that allows us to look *at* our familiar world and *through* it at the same time.

Diebold's *Imagined* portfolio concentrates on finding magic in the commonplace: the everyday ones we share —mundane objects of everyone's experience— and the commonplace that is his own —objects found in the area of his second studio in Hawaii. Objects as familiar as matchbook flames and tire treads, fishing lures or rusted flotsam and jetsam on a beach on the Hawaiian island of Kauai, are "*imagined*" into alternative existences. Matchbooks set aflame acquire the grace of seraphs. Fishing lures seem to twitch or glide with as much life as the fish they tempt into capture. Rubber fragments torn from retreaded truck tires float like alien life. Industrial debris on a Kauai beach have the profound presence of sculptures of ancient gods. Thus, the *Imagined* series transforms as it examines, using the visible facts of things as elements of the objects' entirely new reality.

Diebold's *Discovered* portfolio exposes the beauty of what already exists in the world. Unlike his *Imagined* series, Diebold doesn't transform things in *Discovered*, but isolates elements of what he sees. It is very much an act of aesthetic discovery: selecting out the particularly graceful line of a sand dune, the elegantly minimalist but accidental beauty of a New Jersey flooring display in a snowstorm, the architectural grandeur of a bamboo forest on the island of Maui, the abstract designs of shattered windshields and windows. In the *Discovered* series, Diebold's camera becomes one with what the lens sees. It does not transform it, but takes ownership, if only briefly and for the viewers' benefit, before the photographer inevitably moves on and leaves the area as he found it, undisturbed in a life of its own.

A successful and acclaimed conceptual advertising photographer, George Diebold is as confident and comfortable in the realm of fine art photography as he is in his commercial work, as his representation in major collections attests. Diebold's images are in the permanent collections of American Landscapes at the Montclair Art Museum, The Cleveland Museum of Art, The Mesa Contemporary Arts Museum, and The Nelson Atkins Museum. Moreover, his work has been featured in major publications, including *Graphis International*, *Communication Arts*, and *Studio Photography*.

J. Cacciola Gallery W is honored to present the exciting work of this New Jersey artist in the exhibition *Imagined/Discovered: The Photography of George Diebold*, opening September 16th.