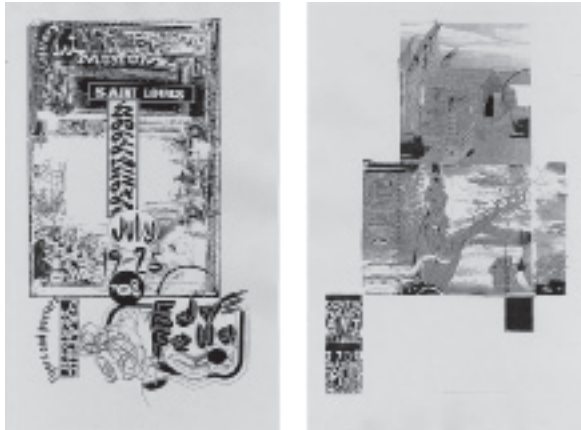


(July 19 – 25)

(July 25 – August 10)

2 — The Front Room

ED FELLA



Ed Fella was born in Detroit in 1938 and currently lives and works in Los Angeles. A faculty member for over twenty years in the Program of Graphic Design at the California Institute of the Arts, Valencia, Fella has presented work in exhibitions at the Boulder Museum of Contemporary Art, Colorado; the Pasadena Museum of California Art; the Cooper-Hewitt, National Design Museum, New York; the Detroit Institute of the Arts; and Museum of Modern Art, New York, among others.

Image:  
Flyer for Ed Fella exhibition in The Front Room,  
Contemporary Art Museum St. Louis (front and back), 2008  
Offset print on gray paper, 11 x 17 inches  
Courtesy of the artist

Ed Fella explores the global village's typographic foundations and its dead-ends of design. Dedicated to collecting the world's observable detritus through decades of sketching in notebooks, his practice has produced a system of visual poetics, where mutant flavors of font grope other graphic elements. His pieces reveal messages separate from design's commercial limitations, while commenting on its very intentions. Paralleling a Beatnik's path to enlightenment, yet one via Dada and the Bauhaus, Fella's work similarly forces us to reconsider our own utilitarian attitudes toward graphic design.

Fella's exhibition in The Front Room features a small survey of his After the Fact flyers and a selection of sketchbook-developed Venice Posters. The After the Fact flyers, a series of work Fella creates utilizing the announcements and show cards of past lectures and exhibits in Los Angeles, provide an interesting counterpoint to a newly created flyer which uses "historic" St. Louis as source material. In addition, a Fella-directed collaboration with the AIGA student group of the University of Missouri - St. Louis has produced four posters exclusively for this exhibition.

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