**For Immediate Release**

**Greg ‘Craola’ Simkins – *BEYOND SHADOWS***

|  |  |
| --- | --- |
| Exhibition Dates: **May 21st – June 18th, 2016**Opening Reception: Saturday May 21st, 7-10pm RSVP essential to RSVP@launchla.orgGallery Hours: Wednesday – Saturday, 12 - 6pm | Launch LA170 S. La Brea Avenue, Upstairs(in the ART 170 Building )Los Angeles, CA 90036(323) 899 - 1363 |

|  |
| --- |
| *Beyond Shadows – Drip Scripts,* represents a culmination of the diverse influences that drive Greg ‘Craola’ Simkins in his tireless pursuit of Art. From folk tales and back alley graffiti, to the early works of Ub Iwerks and Walt Disney, these influences come together in an intricate storm of kaleidoscopic colors, esoteric scenes, and artfully wrought textures.  Despite their disparate styles, a reverence for graffiti aesthetics, punk rock sensibilities, and formal painting practice all unify Simkins’ new works. His surfaces are meticulously layered and treated to achieve a weathered patina of old paint and tags, sometimes layered for years. This laborious process coopts the aesthetics of the dilapidated buildings and alleyways that serve as incubators for street based art, and allows Simkins’ works to breach the walls between his paintings, his audience, and the outside world.  The full exhibition of newly stripped back ‘Drip Scripts’ paintings unveilded at LAUNCH Gallery exploit the subliminal forces of shadow, light and monochrome tones for maximum effect.  Sea foam textures, titanium white and inky black; their planes represent realms entirely divorced from the confines of reality providing perfect yin-yang to the fantastical world of paintings ~~below~~ concurrently exhibited downstairs at KP Projects. Rebellious and sharply humorous, Simkins’ paintings overrun the pristine gallery environment on two levels. A selection of mimimalist paintings featuring ‘*Stab E. Mack*’, a boisterous switchblade character of Simkins’ own creation will serve as a thematic bridge between the two galleries. This will be Simkins’ largest and most comprehensive exhibition to date. In the words of the artist, “My artistic journey began as a child daydreaming and creating strange realms where anything was possible. It later turned into going on adventures, writing on walls in the shadows of night. What if those walls began to crumble? What would we encounter as we emerge on the other side? Would it be lands full of flying fish, giant birds, and Noble Knights? Would I belong or fit in? Journey with me over the wall as we discover what lies beyond the shadows."***-* Greg ‘Craola’ Simkins** Greg Simkins was born in 1975 in Torrance, California. At age 3 his early attempts at drawing were inspired by various cartoons and later books such as *Watership Down*by Richard Adams, and *The Chronicles of Narnia*by C.S. Lewis. At the age of 18, Simkins started doing graffiti under the pseudonym “CRAOLA.” Graffiti became his impetus for painting and gave him the confidence to pursue large painterly works.  In 1999 Simkins received his Bachelor’s Degree in Studio Art from California State University of Long Beach, and in 2005, after some time working as an illustrator, Simkins pursued his desire to paint full time. He has since been featured in numerous group and sold out solo exhibitions. His art is featured in everything from clothing to video games and toys. His client/collaboration list includes, among others, Disney, Mattel, Juxtapoz, Logitech, Vans, Converse, Electronic Arts (EA), Pearl Jam, Foo Fighters, Linking Park, Blink-182, Upper Playground, “To Die For Clothing”, and Dark Horse. Simkins’ artwork currently appears in galleries throughout the world.  |

Launch LA is proud to present Greg ‘CRAOLA’ Simkins’ new solo show:

***BEYOND SHADOWS – DRIP SCRIPTS***