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PRESS RELEASE

Opening of East Area on November 13, 2004 5-8 p.m.

East Area is a combination of a gallery, a club and an art laboratory. It focuses on contemporary art from Eastern Europe and former CIS countries. The project is inspired by recent changes in Europe; it is based on the idea of overlapping identities and reflects a new cultural dimension, which is not specifically Eastern or Western.

East Area presents art projects by young Eastern European artists living in the Netherlands. Working with different media- from painting to multimedia installations - they touch upon trans-local notions and topics, such as identity, memory and displacement. Their works often have experimental, controversial character.

The East Area project starts on **November, 13** with an opening of a group show by 3 Amsterdam-based artists: Leo Kogan, Armen Eloyan (De Praktijk gallery) and Roman Volgin. Especially for the new East Area space, Leo Kogan has created a temporary mural, while the other two present their new, yet already existing work.

Leo Kogan was born in Moldavia in 1974. At the age of 17, he moved to New York, where he successively finished Rochester Institute of Technology and the Cooper Union. After coming to the Netherlands in 1997, he graduated from De Ateliers, Amsterdam. Since then he have had about 10 solo-exhibitions and took part in more than 15 group shows all over Europe. Leo Kogan is the winner of the Kinki-Nippon Prize at Osaka Triennale (Japan, 1996) and the Buning Brongers Prize (Amsterdam, 2000). His works can be found in private collections in the U.S.A, Austria, Belgium, Netherlands, and France, in the Cooper Union Collection, New York and Osaka Contemporary Art Center, Japan.

Armen Eloyan was born in 1966 in Yerevan, Armenia. He lives and works in the Netherlands since 1997. In this period, his solo exhibitions took place at the Schröder Foundation (The Hague), Van Der Straeten gallery (Amsterdam) and more recently in De Praktijk (Amsterdam), GEM (The Hague etc. He also took part in a number of group shows, such as Art Chicago (2002), "To avoid the Void" (Artwalk, Amsterdam, 2003-2004) and SUNBLOCK- a summer group show in De Praktijk gallery (2004). At the moment Armen Eloyan is an Amsterdam-based artist studying at the Rijksakademie van Beeldende Kunsten and collaborating with De Prakrijk gallery on regular basis.

Roman Volgin, born in 1971, in Moscow, Russia, moved to the Netherlands in 1992. In 1993-1995 he studied at the Royal Academy of Art in The Hague. Between 1995 and 2003 he took part in projects organised by various artists' initiatives, such as Het Archief ("The Archive", The Hague, 1998) and "Quarter" (The Hague, 2000). Since 2003, Roman Volgin is a student of Rijksakademie van Beeldende Kunsten, Amsterdam.

The exhibition is open: November 14- December 7, Thursday - Sunday, 1-7 p.m.
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For more info please see our website: www.eastarea.nl