

Noah Breuer : Factory Recall

September 30 - October 22, 2017

Zughaus Gallery Berkeley, CA

OPENING RECEPTION: Saturday, September 30th, 6:30-9:30pm

CLOSING RECEPTION & WORKSHOP: Sunday, October 22nd, 2:00 - 4:00pm

In his first Bay Area solo exhibition, Noah Breuer presents recent prints and textiles from his ongoing project exploring the visual legacy of Carl Breuer and Sons (CB&S), his Czech family's former textile printing business. In 1942 CB&S was lost as a result of a forced sale to Nazi Party members, the Breuer family fled Europe and those who remained were killed.

After accessing a previously unknown cache of CB&S material housed at the Czech Textile Museum in Česká Skalice in 2016, Noah used the swatch books and printed textiles he found there as a nucleus of primary source material and embarked on a reclamation project. Experimenting with UV-reactive dye and as well as traditional

While 'factory recall' generally refers to a request that products return to the source of their production, Noah has not called for the return of lost CB&S products, but instead he has conjured the factory itself and resumed production.

Factory Recall will close with a participatory **Reiben Werkstätte** (Rubbing Workshop) on October 22nd, in which visitors will be invited to collaborate with Noah and produce new artworks inspired by the CB&S designs. Visitors will make wax rubbings from laser-engraved table tops custom built for the event. Utilizing a variety of designs related to the works in the show, participants will together reanimate the assembly-line-style production of the original factory, and imbue it with improvisation and play.

