

# PLATO'S CAVE

*An EIDIA HOUSE project*

*Presents Anthony McCarty*

*March 6, 2010 to April 2, 2010*

*By appointment, 1-6pm Tuesday – Saturday*

*Reception Saturday, March 6, 2010, 6 – 8pm (RSVP)*

*EIDIA HOUSE*

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*Eidia House announces a new exhibition initiative for 2009-2012, PLATO'S CAVE. Invited artists create an installation and an accompanying limited edition for the PLATO'S CAVE underground space at the Eidia House Studio.*

*The third artist in the series, Anthony McCarty creates the installation and unique limited edition print entitled "i".*

*Anthony McCarty writes:*

*Plato's Cave suggests that while we exist in what may seem to be a very complete and whole reality there may also exist an entirely new and diverse reality parallel to our own. This idea is something that I often consider in my work. The first piece in this series is a symbolic representation of that idea. The "i" represents the individual encased in a circle or sphere—symbolic of our individual perception of reality—that no other can truly enter or fully understand. "i" is a progressive series of graphic images designed to represent different elements of the human experience, whether it be physical, mental or philosophical. "i" utilizing the lower case "i" as a representational human being is intended to be both read and seen. My generation has been exposed to a multitude of graphic imagery, in branding, advertising, media or any number of modern electronic devices. On any given day one is bombarded with icons, common instructional and directional signage that, as tremendously efficient forms of communication, consequently have a place in art for expressing something deeper than simply selling a product or directing a person across the street.*

*McCarty's edition in collaboration with EIDIA, comprising twin sets of 12 unique 8"x8" digital color compositions which are signed, titled, and dated (verso).*

*Un-mounted in plastic envelope, \$100.*

*Mounted on wood, \$200 each.*

*The installation (in toto) of 12 unique works on paper, un-mounted \$1200.*

*Mounted on wood \$2400.*

*Anthony McCarty, BFA, SUNY Purchase, 2006, presently lives and works in Toledo, Ohio. McCarty's work is currently in numerous local exhibitions and collections. This is his first one-person installation in*

*New York City. In his work he invites the viewer to explore the meaning of identity and presents of self, through the use of written word and image.*

*To visit the Plato's Cave installation, Tuesdays through Saturday, 1 to 6 pm by appointment please contact Melissa Wolf, 646 945 3830. <http://www.eidia.com/>*