

PRESS RELEASE

EXHIBITION: Nordic Mood - Photographs from Iceland by Friðgeir Helgason
OPENING RECEPTION: Saturday, June 13th, from 6:00 to 9:00
EXHIBITION DATES: June 13th to July 31st
OPENING HOURS: Mon-Fri 9 to 5, weekends by appt.
LOCATION: Gallery Skart at Minarc
2324 Michigan Ave,
Santa Monica, CA 90404



Nordic Mood ^{06-13 - 07-31} 2009

Photographs from Iceland by Friðgeir Helgason

About the exhibition

Nordic Mood is a journey around Iceland. Friðgeir Helgason's photographs of his native country will introduce us to a new and undiscovered world in a refreshing conceptual and documentary style.

Opening reception for Nordic Mood will be an evening with art, music and a taste of Iceland, along with mixes and/or recordings by Birgir Jon Birgisson "Biggi" recognized for his work with Sigur Rós, Mugison, Pétur Ben, amiina, Seabear, Sin Fang Bous, Kira Kira and more. Featuring a special screening of Heima, a film by Sigur Rós.

Friðgeir Helgason

Born fisherman's son on an island off the coast of Iceland, Friðgeir Helgason's life has been anything but ordinary. At the age of six his family home was destroyed in a volcanic eruption. As a high school student he excelled in a national quiz show. The prize was a short trip to Europe presented by the Icelandic Prime Minister. Airplane ticket in hand, Friðgeir took a few days off from school, left and never came back.

In the years that followed Friðgeir traveled the world before settling in New Orleans where he worked as a Chef for some of the best restaurants. In 2004 his personal life collapsed and he found himself living in a cardboard box on LA's Skid Row. After checking himself into the Midnight Mission Friðgeir got his life back on track and studied cinematography at Los Angeles City College which lead him to his true calling; photography.

gallery

SKART

2324 Michigan, Santa Monica, CA 90404

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Skart is an alternative space established in the art district of Santa Monica, owned and curated by award winning Icelandic architects Erla Dögg Ingjalbsdóttir and Tryggvi Thorsteinsson of Minarc. (www.minarc.com)

Please visit the Skart store, offering unique variety of handcrafted Icelandic items. (www.SkartStore.com)

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