

Press Release: 07/25/23 FOR IMMEDIATE RELEASE

Exhibition Dates: July 30, 2023 – September 10, 2023

Opening Reception: Sunday, July 30, 12 - 8 pm

Open by appointment only

630 Flushing Avenue, First Floor, Brooklyn, NY 11206

THE IW GALLERY  
**COPE NYC**  
Creative Opportunities Promoting Equality

## 'It Blue Me Away' - A Solo Photography Exhibition By Alex Korolkovas

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THE IW GALLERY is excited to announce the exhibition; **'It Blue Me Away' by renowned photographer Alex Korolkovas.**

In celebration of COPE NYC's evolving exhibition, 'Blue,' THE IW GALLERY invited Alex Korolkovas to present his vision of all things Blue. Alex's 'You Blue Me Away,' is a series of thoughtful photographs, taken in the gallery. Through this series of works, Alex draws a connection between the realities of fashion and everyday norms. THE IW GALLERY's transformation with blue light, models in blue makeup and costume, sets the mood of this exhibition.

The photographs offer a perspective of Blue through the lens of fashion, design, and poses and movements of the models. The photographs' hallucinogenic mirage style with models adorned in sequins, flashy costumes, and disco dancelike gestures, is suggestive of the infamous 1970's NYC club scene cultural phenomenon.

The 1970's underground club scene, clubs, and bars witnessed (much by their encouragement) a unique, diverse, eclectic group of people, both socially and economically, cultivating an explosive unfiltered energy. This was largely due to the affordability of creatives being able to live downtown, availability, and the practice to turn spaces into inclusive nightlife, opportunity for the wealthy and the famous people to coalesce in uncensored infamous spaces, such as, The Loft (which later became Studio 54).

Alex's multi-prism introduction of human forms invites us to understand how color and fashion can transport us to a different time.

This is not THE IW GALLERY's first time working with Alex Korolkovas. In 2019, Alex won two Visual Press Awards for best photography exhibit with his "Eves" collaboration with French Jewelry Designer and Sculptor, Jacques Jarrige. This highly acclaimed photography exhibition was the inspiration for THE IW GALLERY's inaugural exhibition in 2021, "Eves in Conversation," featuring the tour de force models and activists, Diandra Forrest, Mari Malek, and Lara Gerin engaging with Jacques Jarrige's jewelry.

Alex was born and raised in Sao Paolo, Brazil, and studied Advertising and Marketing at the Sao Paulo Methodist University. He then studied at the Art Center College of Design in Pasadena, California, worked with prominent photographers, including Earl Miller, and became an accomplished photographer in fashion. His accolades include the Visual Press Awards in Florida and an exhibition at the Wynwood Art District in Miami, Florida, which earned him a Visual Press Award for best solo exhibit. Some of his photography projects include soccer legend, Neymar Jr., and the Chinese electronics manufacturer, TCL's, international campaign. Alex is also a resident photographer of Flying Solo, the biggest platform for independent designers in the US.

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*IN OCTOBER 2021, DIRECTOR VIDA SABBAGHI FOUNDED THE IW GALLERY, INSPIRED BY COPE NYC'S 'AN INCLUSIVE WORLD PROJECT.' IT OPERATES AS A PARTNERSHIP GALLERY WORKING WITH LOCAL AND INTERNATIONAL CULTURAL ORGANIZATIONS TO PROVIDE OPPORTUNITIES FOR CREATIVES AROUND THE WORLD.*

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