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**THE CALIFORNIA AFRICAN AMERICAN MUSEUM PRESENTS
*LOOKIN' BACK IN FRONT OF ME: SELECTED WORKS
OF MARK STEVEN GREENFIELD, 1974 – 2014***

LOS ANGELES (August 11, 2014) The California African American Museum (CAAM) is pleased to present the solo exhibition, *Lookin' Back in Front of Me: Selected Works of Mark Steven Greenfield, 1974 - 2014*, opening September 25, 2014 through April 5, 2015.

Lookin' Back in Front of Me marks the first time Greenfield's work can be viewed in the context of his artistic development through 40 years of his life in Los Angeles (1974-2014), displaying the full extent of his achievements. It presents the wide-range of Greenfield's diverse artistic production, from traditional drawing and watercolor on paper, acrylic on canvas and collage/assemblage, to lenticular photography, manufactured embroidery, and mixed-media with plastics. It also includes his more recent explorations of video/animation and installation work.

The exhibition's name is derived from the West African principle of *sankofa*, which teaches individuals to go back to their roots, in order to move forward. The show explores a variety of styles, topics, and approaches that consistently inform what is to come. Greenfield's body of work simultaneously displays a cultural continuity and an aesthetic evolution. He is committed to a profound exploration of Black identity, from his early works influenced by graphic design to his conceptually-based mature pieces, characterized by a careful rendering of lines and shapes, attention to detail, and a playful doodling from the subconscious.

Lookin' Back in Front of Me includes more than 100 pieces, and displays a body of work that Greenfield himself has described as unapologetically didactic as it is based on his research on literature, cinema, history, and the visual arts. The artist's interests range from early investigations of the Science of Creative Intelligence (*Cosmos* series)--a meditative practice that stirred large abstract interpretations of the astrophysical--to figurative work inspired by Sun Ra and Parliament Funkadelic (Afrofuturistic works). Greenfield has also delved into the artistic renaissance of L.A.'s Crenshaw community (*Crenshaw's Consciousness* series), gang culture, genealogy (*Iconography* and *Sunday's Best* pieces), and

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more recently, African-American stereotypes (*Blackatcha*, *Doo Dahz*, and *Animalicious*), and the re-contextualization of American appropriations of African spiritual practices (*Egunguns*).

Born in Los Angeles in 1951, Mark Steven Greenfield spent his early years with his parents on military bases from Taiwan to Germany. As a youth, he was greatly influenced by an art program taught at the Otis Art Institute, sponsored by Golden State Mutual Life Insurance Company. There he met John T. Riddle Jr., William Pajaud and Charles White, who became his teachers and mentors. He earned a Bachelor's degree in Art Education in 1973 from California State University, Long Beach, and a Master of Fine Arts degree from California State University, Los Angeles in 1987. He has been the recipient of many awards and fellowships, and his works are included in numerous private collections and museums in the United States and abroad. Actress and gallery founder/owner, CCH Pounder, Jack Rutberg, the Mott-Warsh Foundation and the Sacatar Foundation are all enthusiastic collectors of Greenfield's work.

Upcoming exhibition programming in conjunction with *Lookin' Back in Front of Me: Selected Works of Mark Steven Greenfield, 1974 – 2014* includes:

Sunday, September 28, 2014, 2pm. WALK-THROUGH AND RECEPTION, with artist Mark Steven Greenfield and curator Mar Hollingsworth, Light refreshments to follow. RSVP (213) 744-2024.

Sunday, November 9, 2014, 2 pm. PRESENTATION with Sibongile Douglass about Spirituality and Creative Awareness. RSVP (213) 744-2024.

Saturday, January 24, 2015, 2 pm - PRESENTATION AND WORKSHOP Edna Briggs, from the Genealogical Society, will conduct a hands-on workshop for families; RSVP (213) 744-2024.

Saturday, February 14, 2015, 2 pm - FILM SCREENING and CONVERSATION Screening of segments of *The Dance: The History of American Minstrelsy*, followed by a conversation with visual artist Mark Steven Greenfield.

Saturday, March 14, 2015, 2 pm - ART WORKSHOP Cartooning with David Brown. RSVP (213) 744-2024.

Other Exhibitions in CAAM's Galleries

Recent Acquisitions: Curatorial Selections through September 7, 2014

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Hands on Design through August 3, 2014

Curvature: Lines and Shapes through November 2, 2014

Visibly Invisible opening August 29, 2014 through March 1, 2014

The Legacy of the Golden State Mutual Life Insurance Company: More Than A Business Exhibition extended

ABOUT THE CALIFORNIA AFRICAN AMERICAN MUSEUM

The California African American Museum (CAAM) is a state agency charged with researching, collecting, preserving and interpreting for public enrichment the history, art and culture of African Americans. Collaboratively operating in partnership with its 501(c)(3) non-profit organization Friends, the Foundation of the California African American Museum, CAAM houses a permanent collection of over 3,000 objects of art, artifacts and historical documents, and a publicly accessible Research Library containing more than 20,000 volumes.

To bring its mission to life, CAAM hosts up to 13 exhibitions annually and tours several of its organized exhibitions nationally. CAAM also presents a wide variety of more than 80 annual public programs ranging from educational and curriculum-driven lectures and tours with scholars and experts to art workshops, film screenings, and its highly popular signature series of monthly live performances *Target Sundays at CAAM*.

In furtherance of its value-driven commitment to mentor the next generation and give back to the community, CAAM proudly trains and employs high school students year-round through its *Young Docent* program; offers *Buses & Docents* as a source of equitable access to field trip opportunities for school and community groups that otherwise could not afford the transportation; fosters cross-issue, cross-town and cross-cultural learning and dialogue through its *Young Voices at CAAM* school exchanges; actively advocates literacy, book reading and written expression through *Heads are Turning, Children are Learning*; and, creates small business development and customer outreach opportunities for artists and craft-makers through its on-site *Artpreneur* vending program.

Exhibitions and events at CAAM are free and open to the public. Parking is \$10 in the lot adjacent to CAAM, at 39th and Figueroa Streets. CAAM is located at 600 State Drive, Exposition Park, 90037. For more information on CAAM visit www.caamuseum.org.

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