

Phillips, Lee. "Pure & Not So Simple" *office*. (June 11, 2018).

office

PURE & Not So Simple



June 11, 2018

Enthusiastically, *office* has followed Rachel Hovnanian's take over of Leila Heller Gallery from conception to completion. From Part One: *NND Immersion Room*, to Part Two: *Happy Hour*, the momentum has continued to snowball, an incredible feat in such a fast paced art world and a suitable ending for The Women's Trilogy Project. In the last (but definitely not least) installation, Hovnanian has returned once more to present *PURE*.

Photography courtesy of Jared Siskin and Patrick McMullan

Multi-media Artist Rachel Lee Hovnanian's, The Women's Trilogy Project, is no one-off show. Rather, it is an expansive three part exhibition in which each installation plays off the last's themes and energy. Raised in Texas, Hovnanian draws on her Southern background to question cultural values and *PURE* is no exception. Through a series of interactive installations and marble sculptures, Hovnanian aims to dissect social constructs of consumerism and societal pressures.

LEILA HELLER GALLERY.



In her previous shows at Leila Heller Gallery, where the take over has taken place, Rachel has not failed to wow, and for the last shabang, *PURE*, we experienced nothing short of the same cunning ability to question intangible concepts with tangible materials. PART III of The Women's Trilogy Project, *PURE* is the final deliverance of this ambitious three-part installment, and we have been delivered.



PURE will be on view June 7 to July 21 at Leila Heller Gallery, located at 568 West 25th Street.