

**PART III PURE OF ARTIST RACHEL LEE HOVNIANIAN'S
THREE-PART EXHIBITION SERIES
THE WOMEN'S TRILOGY PROJECT
OPENS AT LEILA HELLER GALLERY IN NEW YORK**



*Above: Rachel Lee Hovnianian Part III PURE. 2018
Courtesy of the artist and Leila Heller Gallery.*

**PART III of *The Women's Trilogy Project*
On View: Friday, June 8, 2018 – Friday, July 20, 2018
Private Preview: Thursday, June 7, 2018, 6-8PM**

NEW YORK, NY - We are pleased to announce contemporary artist **Rachel Lee Hovnianian's** exhibition opening of **PART III** of *The Women's Trilogy Project*, at **Leila Heller Gallery** in Manhattan. This is the first time an artist will have three sequential exhibitions in a gallery over the course of six months. It will also be the artist's third solo show with the gallery.

Playing off the themes in PART I and II, Hovnianian explores the social constructs of consumerism and societal pressures through interactive installations, as well as a series of original marble sculptures. **PART III** of *The Women's Trilogy Project*, titled **PURE**, is the final deliverance for this ambitious exhibition series.

PURE was created by **Rachel Lee Hovnianian** in New York, Los Angeles and Italy and focuses in on the iconic ivory soap bar which represents mass consumption and our obsessions with "purity" in American culture. Like her previous exhibitions, Hovnianian invites the audience to activate the work and confront the battle between decade old social constructs.

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About Rachel Lee Hovnianian

Born in West Virginia and raised in Houston, Texas, Rachel Lee Hovnianian is a New York-based artist whose multidisciplinary practice explores contemporary notions of narcissism, obsession and intimacy, and society's alienating addiction to media & technological innovations. Hovnianian received her BFA from the University of

Texas, Austin, and has since exhibited in both solo and group exhibitions in the United States, Asia, Europe and the Middle East. Her work is in the collection of both private individuals, corporations and museums.
www.rachellehovnanian.com | [@rachellehovnanian](https://www.instagram.com/rachellehovnanian)

About The Women's Trilogy Project

The Women's Trilogy Project includes three thematically related installments that expands on the familiar themes explored in the artist's previous body of work, which include addiction, gender roles and our relationship with technology. Hovnanian draws on her Southern upbringing to question our current cultural values, challenging the viewer to question gender barriers and struggles women still face. Working at the intersection of photography, video, sculpture, painting, and installation, Hovnanian's multidisciplinary practice critically engages how digital technology transformed human relationships and our perceptions of reality.

About Leila Heller Gallery

Since its establishment over three decades ago, Leila Heller Gallery has gained worldwide recognition as a pioneer in promoting creative dialogue and exchange between Western artists and Middle Eastern, Central and Southeast Asian artists. In 2010, the gallery moved from the Upper East Side to its flagship space in Chelsea where it has garnered a reputation for identifying and cultivating the careers of artists leaving a lasting impact on contemporary art and culture. www.leilahellergallery.com | [@leilahellergallery](https://www.instagram.com/leilahellergallery)

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Hours

Tuesday – Saturday: 10am – 6pm
Monday: By Appointment

Press Contact

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