

Press Release

New York, NY, September 2, 2015 – Anthony Mastromatteo's "Where Art Often Starts" and "The Vending Machine"

As part of Rehs Contemporary Galleries exhibition, Reflecting the Real, which will showcase the reemergence of traditional technique in contemporary art, Anthony Mastromatteo will be unveiling "The Vending Machine." Best known for his whimsical Trompe-l'oeil paintings, Mastromatteo has gone on to explore something vastly different all while maintaining his undeniable sense of imagination and quirkiness.

Recently, Mastromatteo began investigating the difference in approach between engaging a subject at its true size compared with, what Anthony refers to as, its heroic size. The process begins by rendering the obviously small subject on a 1 x 1 inch panel; he carefully replicates the object exactly as it appears. He follows that with a monumental 12 x 12 inch version of the same object; this time focusing on artistic choices pertaining to paint application through intelligent brushwork and color selections.

Typically, the works are arranged in a set display... On view will be two pre-arranged sets of nine panels titled "Where Art Often Begins," one at the true size and one at the heroic size. In addition however, Mastromatteo has decided to test the buyer's luck...

Mastromatteo's work "The Vending Machine" will encompass 44 1 x 1 inch paintings enclosed in individual plastic capsules, just like from your childhood. Buyers will have the opportunity to select framing arrangements for a single painting or create their own arrangement with up to nine individual paintings. Then... you guessed it, each piece will be dispersed randomly via the twisting of a classic toy vending machine knob. Included in the mix are paintings of candy hearts, scrabble tiles, random pills along with plenty of other "little things." Additionally, there will be 4 blank panels... Three blank white panels and the highly coveted golden panel. Buyers who are lucky enough to retrieve one of the blank panels will be able to have an object of their choice painted by Anthony. The individual who secures the golden panel will not only have their choice for the life-size panel, but will also be awarded a heroic size panel of the same subject (a value of more than \$1,600!).

The exhibit will feature 19 of the most talented contemporary artists and the opening event is one that certainly should not to be missed. Come on down and test your luck on Saturday, October 3rd!

Be sure to visit www.rehs.com for additional information regarding this special event. Rehs Contemporary Galleries, Inc. is located at 5 East 57th Street, New York, NY 10022. For more information regarding the gallery, call (212) 355-5710 or visit their website www.rehs.com.

Participating Artists:

Carol Broman
Todd Casey
Devin Cecil-Wishing
Angela Cunningham
Tony Curanaj
Nancy Fletcher
Danny Grant
Erik Koeppel
Sarah Lamb

Carlos Madrid
Anthony Mastromatteo
Ted Minoff
Irvin Rodriguez
Camie Salaz
Ken Salaz
Lauren Sansaricq
Travis Seymour
Justin Wood
Kevin Wueste



Anthony Mastromatteo
Where Art Often Starts – Deluxe (Pink Heart)
12 x 12 inches (Set of 9 unique panels)
Oil on panel



Anthony Mastromatteo
Where Art Often Starts – Deluxe (Green Crayon)
12 x 12 inches (Set of 9 unique panels)
Oil on panel



Anthony Mastromatteo
Where Art Often Starts
1 x 1 inch (Set of 9 – 12 x 12 inches overall)
Oil on board



Anthony Mastromatteo
Where Art Often Starts – Deluxe (U AMUSE ME)
12 x 12 inches (Set of 9 unique panels)
Oil on panel

And an assortment of vending machine capsules filled with 1 x 1 inch paintings