

atelier

200 lexington ave  
new york ny 10016

**FOR IMMEDIATE RELEASE**

**RITCHARD RODRIGUEZ:  
*THE KEYS OF LIFE*  
Through February 27, 2015**

**September 30, 2014** – Atelier NYDC is pleased to present *The Keys of Life*, a solo exhibition of New York artist Ritchard Rodriguez commemorating 40 Years of Painting.



*Mingus' Cumbia II*  
collage, oil & enamel on linen

*The Keys of Life* are 25 recent oil paintings of pure abstractions, some employing innovative collage techniques, and in addition one, a multi-media composition, inspired by and paying homage to the artist's friend, opera composer Robert Ashley, who left us in March of this year.

Unlike a chameleon who adapts to ever changing environments, Rodriguez's career is more liken to be that of a sponge, absorbing palettes from the many experiences, music, literature and personalities who've crossed his multi-geographical path. Following art college, the native New Yorker ventured west to Colorado's Rockies, east to Germany and France for a duration of 8 years, later discovering Brazil for many "winter escapes" to come. With oils and canvas always on hand, it's been possible to display the virtue of seeing with new eyes to spectators on an international scale. Initially aspiring in becoming a future comic-book artist, he enrolled in New York's renown High School of Art & Design, only to graduate an oil painter 40 years ago this year.

Rodriguez is a painter with a reputation for exploiting light, color and emotion with lusty spontaneous brushwork, creating impressions which viewers form an immediate ardent connection to. The show's theme, *The Keys of Life*, is a philosophy he lives by, and a triptych of the same name appears in the show: "*Desire, the courage to want; Effort, because wanting is not enough; and Determination, perseverance when all seems to fail.*" With this show the artist shares his commitment, engaging us in a practical and spiritual dialogue. "*Painting has been thus far a wonderful journey.*"

He continues exhibiting nationally and internationally, his work hanging in numerous private collections and institutions, even enjoyed the success of being "*presented among 10 other artists who participated in Princess Stephanie of Monaco's annual auction to raise funds for her charity, Fight AIDS Monaco. His two paintings were bought by a Monegasque art collector at the auction in Monte Carlo in the presence of the Princess and her brother, Prince Albert II. Ritchard has a very particular and unique approach toward the canvas while painting. Each of his work is an emotional story that belongs to his heart and echoes ours.*"

— Marie-Laetitia Lesaffre (its curator).

Atelier Gallery, situated at the New York Design Center in midtown, invites Rodriguez to return for this special commemoration which will run through February 28th for a duration of six months.

**An artist reception will be held on Tuesday, October 21, 2014, from 5:30 – 8 PM.**

**Listing Information:**

**WHAT:** *Ritchard Rodriguez: The Keys of Life*  
**WHERE:** Atelier @ NYDC, 200 Lexington Avenue (32nd and 33rd Sts), 2nd Floor, NYC 10016  
**HOURS:** Open Monday – Friday, 9 – 5 PM, Saturday by appointment  
**ACCESS:** Subway: 6 line to 33rd St.; Bus: M34 to Park Ave, M101, M102 or M103 to 34th St.  
**CONTACT:** Tufan Eratici: 212-696-0211 / fax: 212-696-0299 / eratici@atelier-nyc.com / www.ritchardrodriguez.com

***Digital images are available upon request***