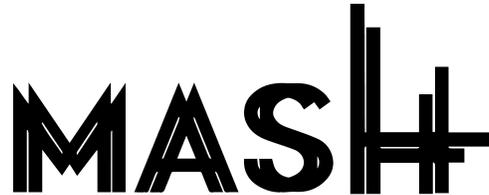


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**MASH GALLERY TO HOST OUTDOOR CELEBRATION OF ART AND FASHION IN DTLA'S
ART DISTRICT**

**CONTEMPORARY ARTIST HALEH MASHIAN TO EXHIBIT HER THIRD SOLO ART SHOW
TITLED "FIGURATIVELY SPEAKING" FEATURING WORKS FROM HER 25+ YEAR STUDY
OF THE FEMALE FORM**

ALSO CELEBRATING THE LAUNCH OF MASH CITY'S FALL/WINTER 2020 COLLECTION

Los Angeles, CA - **OCTOBER 2020**- Artist, Gallery Owner, Curator, and Fashion Designer **Haleh Mashian** will host a safe and socially distant celebration of art, fashion, and music on **Saturday, October 24, 2020 from 1PM-7PM** at Mashian's contemporary art gallery, **MASH Gallery**. Located in the heart of Downtown Los Angeles' Arts District (1325 Palmetto Street, Suite 130, Los Angeles, CA 90013), the event will showcase Mashian's third solo art exhibit titled **"Figuratively Speaking"** featuring works that span her 25-year study of the female form. The event will also serve as a celebration for the launch of her fashion brand **MASH City's New Fall/Winter 2020 Collection**. Guests in attendance will be treated to an exclusive art gallery experience with live music all in a safe and open-air setting.

"As an artist, I know how important it is to experience art in real life and the power it has to connect people. Especially during a year like we have had, when people feel isolated and moments together are few and far in between, we are proud to be one of the few galleries in the city that work to provide our community a safe and social distant way to enjoy art the way it was meant to be - in person." Mashian said of the need to fill the void for an outdoor art experience.

About "Figuratively Speaking" A Retrospective Exhibition by Haleh Mashian:

"Figuratively Speaking" will mark Haleh Mashian's first ever retrospective exhibition. The show will feature a collection of works that span Mashian's 25-year study of the female form and showcase her extensive experience working with live models. The women depicted in "Figuratively Speaking" incarnate an organic freedom that was always theirs to begin with and which Mashian expertly cultivates to a full bloom on canvas.

When painting with live models, Mashian is at her most free. **“I let the brush guide me. To draw from a live human figure is to be totally in the moment, to get lost in their form, light and texture.”** As an artist, Mashian revels in what psychologists call the “flow phenomenon,” where you are completely engulfed in the act of creating—unconcerned with perfection or error. **“To see and render the human figure heightens my awareness of the moment and living in the present. One cannot simultaneously be thinking of something else and paint or draw the human form.”**

The presentation, which consists of numerous pieces from her private archives and collection series created over the years, will showcase the evolution of her craft through the implementation of different techniques and application of mixed media. All art on display will play homage to the dichotomies of what it means to be feminine: soft and bold, fluid and stalwart, vulnerable and invincible.

On why she was inspired to put together the exhibit, Mashian said, **“Evolution. It’s quite amazing to see how far I have pushed my techniques and want to share my figurative journey with my audience. In a way, I am sharing my own personal story as a woman who has been discovering many facets of who she is - sometimes beautiful, sometimes ugly, always complex. It’s a constant recreation of who I think I am and a constant manifestation of that effort in my paintings.”**

More about Haleh Mashian and her artwork can be found [HERE](#) and [HERE](#).

About MASH City’s Fall/Winter 2020 Collection:

The event will also be celebrating the Fall/Winter 2020 Collection of Mashian’s fashion and lifestyle brand MASH City of which she is head designer. A firm believer that art does not only belong in galleries or on walls, MASH City merges two artforms into one: art and fashion. MASH City’s unique styles stem from Mashian’s use of everyday technology to create her bold digital designs.

“I’m bringing my years of experience as a contemporary and figurative artist to my fashion practice, even though my clothing line is based on my digital art, the soulful aspect of my actual paintings come through.” Mashian said, **“You can have it all - quality, comfort, design, creativity, and inspiration.”**

The Fall 2020 Collection, described as high fashion meets streetwear chic, offers fashions for both men and women as well as unisex and genderless options. Styles vary from Bomber Jackets, Hoodies/Sweaters, Joggers, Rain Jackets, and more all at an affordable price ranging under \$400 USD.

On what consumers can expect from the new collection, Mashian said, **“Art can come in any shape or form, and I saw an opportunity to incorporate my digital paintings into different**

styles of clothing and fashion accessories to create a truly unique look. Out-of-the-box yet approachable, this collection is meant to be versatile and worn dressed up or dressed down as needed. You can pair up different collection pieces together for a bold look, or take individual pieces and pair them with dressy or less dressy items to create the look you desire.”

Product images, prices, and sizes available are available [HERE](#).

ABOUT HALEH MASHIAN:

Haleh Mashian is an expressionist painter who works in a variety of media. For over 25+ years, Mashian’s art has colorfully illustrated her unique, astute view of the world, both real and imagined. With layer upon layer of thick acrylic paint, and mixed media continually applied, scraped off and reapplied, her paintings reveal a richly colored stratum of expressivity. Translating her intuition into form privileges these collage and impasto techniques. The occasional foray into the digital world to experiment with compositional possibilities is not unheard of, but her physical encounters with the painted surface remain the hallmark to her unique style and sensibility.

A true multihyphenate, Mashian is also Founder, Owner, and Curator of a contemporary art gallery in Downtown Los Angeles named MASH Gallery which she opened in 2018. A firm believer that fashion is and should be art, Mashian also launched an unisex streetwear fashion brand named MASH City that incorporates her own art in the designs of her collections. When not exclusively painting, designing clothing, or running her Gallery, she can be found composing her own music and has birthed four songs in 2020 alone.

Mashian studied art at various institutions including UCLA, Otis and Brentwood Art Center, as well as earning a Bachelor of Science degree from USC. Originally from Iran, she is a longtime resident of Southern California with a studio in Santa Monica, where she lives with her husband and two children.

ABOUT MASH GALLERY:

MASH Gallery, located in Downtown Los Angeles’s Art District, is a creative space that thrives on artistic fluency, boundless creativity and lively community engagement. Conceived as a center of collaboration and dynamic curation, MASH Gallery showcases a robust rotation of compelling contemporary art exhibitions and events.

Founded by contemporary painter and expressionist, Haleh Mashian, MASH Gallery focuses on thematic abstract and figurative exhibitions that spotlight many local and international artists, both emerging and established. MASH Gallery elevates the gallery experience to the experiential. High-concept, contemporary art events feature the involvement of guest curators, guest speakers, and MASH-Ups— combining fashion, music, photography, and other art forms—orchestrated by Mashian. To expand access to MASH Gallery, Mashian has composed

a rich digital presence for MASH Gallery—one that enhances the virtual viewing of artworks while keeping the integrity of the inperson gallery experience.

Established in 2018, MASH Gallery has quickly set itself apart with thought-provoking opening receptions, evocative artwork, and by embodying the spirit of what makes the Los Angeles art prevalent and vital: the belief that art transcends and embraces all.

ABOUT MASH CITY

MASH City is an artful lifestyle brand that merges fashion and art. Haleh Mashian, creator and founder of MASH City believes that art belongs not only on the walls but also on people. An avid painter/art curator/gallery owner in Los Angeles, Mashian creates striking designs that will make you stand out from the crowd and become your own work of art. Be bold. Be daring. Strut those streets in the inspiring, colorful, and creative designs of MASH City.

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