



J. ERIC Mø MORALES

7131 NE Going Street
Portland, OR 97218
+1.503.260.3766
mo@virtualmo.com
www.virtualmo.com

Press Release for *See the Illusion*

Contact: Mø @ 503-260-3766 mo@virtualmo.com

FOR IMMEDIATE RELEASE

18 July, 2011

The Applied Craft + Design program from OCAC+PNCA presents:

“*See the Illusion*” - A mixed media installation by Mø Morales

Duration:

All hours and days from Monday, 18 July through Friday, August 12, 2011

Location:

The Galleria, SW 10th Ave. at Morrison St., Downtown Portland, Oregon

Portland based designer, visual artist and proclaimed provocateur Mø Morales has installed new work. This mixed media installation extends from his recent graduation from the Applied Craft + Design MFA, a graduate program created jointly by Portland’s Oregon College of Art and Craft with the Pacific Northwest College of Art. Mø and his twelve colleagues are the first graduates from this unique program.

Through the enigmatic title of his intriguing display, “*See the Illusion*” prods us to take a closer look at the world around us using all senses for hints at the disconnect between what we perceive with our mind versus what we see with our eyes. He explains:

The world around us is changing at an accelerating pace – too rapidly to even perceive fully. And while we denizens of the planet scramble to make sense of the global cultural blur before us, many in power are keen to keep us distracted while they position themselves at the levers of unprecedented global social control. The title, *See the Illusion*, is a double-entendre, at first suggesting there’s more to see than the meandering labyrinth line that is the basis of this work. Secondly, the title makes reference to the illusion all around us that everything is “normal” when in fact many feel that the house is on fire. Who or what is perpetuating this illusion of normalcy? What is the true relationship between us and the ubiquitous “all-seeing eye”?

Through this work I challenge my audience to use its deeper faculties to see the world – the one we are passively perpetuating – as it really is. Close your glossy eyes and open the inner eye of your *intuition*. When you hear of “Democracy” is it just a palatable

euphemism for capital imperialism? When you look at the democracy around us, do you see a thriving economic and ideological landscape creating real opportunities or do you see, as I do, the wholesale dismantling of checks and balances by privileged elites? When you hear of “Freedom” do you *feel* free and if so, who should be paying whom for this freedom and at what price? Should “Freedom” simply mean the liberty to choose between Coke and Pepsi, Microsoft and Apple, Ford and Chevy, Chevron and Mobil, Halliburton and KBR, Democrats and Republicans? Will the freedom *not* to choose from these options be an option in the near future? I feel we are mute witnesses to a developing condition of global feudalism wherein everything not forbidden is mandatory and anything not mandatory is forbidden.

Working professionally in the creative fields as a fine artist, designer, and multimedia producer since 1998, Mø has found his niche in the fusion of a high-tech background with the expressiveness only found in traditional studio practices such as drawing, painting, printmaking, and sculpture. Before completing his MFA, Mø studied drawing under L. A. artist Joe Biel and figure painting under Portland’s celebrated Laura Ross-Paul. In 2004 he founded a transmedia design services company here in Portland called VirtualMø.

The distinguished scholar Anne Marie Oliver of PNCA’s intermedia department advanced the term "extraordinary" to describe Mø. While Andrew Holmberg, formerly with the Portland State University department of art raves, “Mø’s conceptually driven work both literally and figuratively paints a portrait of the human condition that encompasses the breadth of mankind’s past as well as its barely imaginable future. His ability to blend such disparate technologies as simple machinery with the latest in digital technology evokes a respect and fascination with the inner workings of both the man made world and the human psyche. These intellectually inspired, emotionally charged concepts are often delivered with a welcome subtle humor. To learn the language of Mø is to enter a universe that requests, and deserves, further engagement.”

With over 200 years of combined experience, Oregon College of Art and Craft and Pacific Northwest College of Art’s joint MFA Applied Craft and Design program provides a new paradigm in design and craft education. Connecting design thinking to design doing, this unique MFA Program is grounded in hands-on making, entrepreneurial strategies, and social and environmental engagement.

For more information, send inquiries via email to mo@virtualMo.com or go to the website www.virtualMo.com.