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## Artist Incorporates More Than 150 Years of South Florida Weather Data into Colorful, Modern Artwork

Laura Paresky Gould Launches Exhibition of *Miami Weather Almanac* During Art Basel Miami Beach

### GALLERY EXHIBITION:

Laura Paresky Gould: *Miami Weather Almanac*  
December 4, 2007 through January 20, 2008

### ARTIST RECEPTION:

Saturday, December 8, 2007 from 7:00PM-10:00PM

Seth Jason Beitler Fine Arts  
250 NW 23rd Street, Gallery 202,  
Wynwood Arts District, Miami, FL 33127  
Gallery Number: 305-438-0218  
www.sethjason.com

*This event is free and open to the public.*

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*Miami Weather Almanac* is a series of colorful artwork by award-winning Miami Beach artist Laura Paresky Gould. At first glance, the bright-colored pigment works on paper are delightful graphic color studies of dots; yet each is layered with historical information. The work visually dispenses the data of relative record temperatures from 1839 through spring 2007 using information she culled from the National Oceanic & Atmospheric Administration (NOAA).

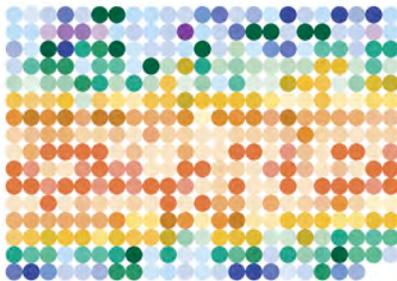


Laura Paresky Gould, *Miami Winter Highs, Miami Spring Highs, Miami Summer Highs, Miami Fall Highs*, 2007.  
Ultrachrome Archival Pigment on 310g Fine Art Paper, 33 x 60 inches each.

Paresky Gould created two (one high and one low) artworks per season, crafting four record high temperature and four record low temperature pieces, using eight Pantone color palettes to create a series of colorful prints. In “*Miami Winter Highs*,” she assigned each temperature a Pantone blue, turning each day’s record numeric value into a Pantone color circle. Each work is 7 circles across by 14 circles down, representing the seven days in one week, and the approximate 14 weeks per season. The darkest blues represent the coldest days and the lightest blues represent the warmest days. Paresky Gould repeated this process with *Miami Spring Highs* (green palette), *Miami Summer Highs* (red palette) and *Miami Fall Highs* (orange palette). For the record low temperatures, she continued the series with palettes of yellow, purple, aqua, and gray.

In addition to the monochromatic pieces, she also designed multicolored artworks, *Miami Record Highs By The Day* and *Miami Record Lows by The Day*, where the record temperature for each day of the year is represented by a single dot, with 366 dots (including leap year) per piece. Each ten degrees is shown as a different color on the color spectrum – red, orange, yellow, green, blue, indigo and violet. The record temperatures are placed chronologically,

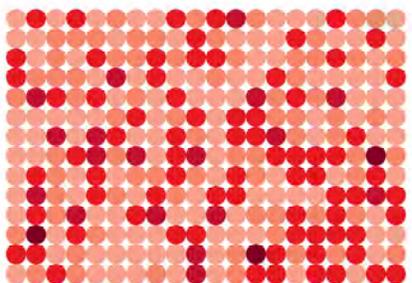
beginning with January 1, visually showing the small variation of record high temperatures, using shades of only three colors, while displaying the wide range of record lows temperatures, with multiple shades of six colors on the spectrum.



Laura Paresky Gould, *Miami Record Lows By The Day*, 2007.  
Ultrachrome Archival Pigment on 310g Fine Art Paper, 50 x 36 inches.

Paresky Gould, originally from Boston, lives in Miami Beach and appreciates the warm, tropical climate, which served as a source of inspiration for *Miami Weather Almanac*. Over the course of four years, she experimented with various formulas and translated temperature values into color, from algebraic equations to arbitrary selection, to get the desired visual effect. Ultimately, she devised a system using a range of colors within each selected Pantone palette so the viewer could actually *see* the relative data – darker colors represent cooler and lighter colors represent hotter temperatures. “Instead of me choosing the color for each circle, the placement of each color is determined by the fluctuation of weather in history” says Paresky Gould. The pieces combine the predictability of a controlled, repetitive grid combined with the spontaneity and randomness of natural weather patterns.

*Hurricane* displays all hurricanes to have hit the continental United States as Category 1-5 storm on the Saffir-Simpson scale since 1851, using five shades of red. Each shade represents one category.



Laura Paresky Gould, *Hurricane*, 2007.  
Ultrachrome Archival Pigment on 310g Fine Art Paper, 43 x 31 inches.

In addition to the works on paper, the expanded series also includes striped and numbered canvases for each season, Pantone chip collages of record high and low temperatures, and video artwork for television -- all within the same theme of record weather data.

#### About The Artist:

**Laura Paresky Gould** is a nationally award-winning artist, photographer, graphic designer and animator. Her work ranges from photographic and art installations to logo identities and motion graphics for television. She exhibits her fine art in museums and galleries across the country, including Robert Klein Gallery in Boston, G. Ray Hawkins in Los Angeles, and Seth Jason Beitler Fine Arts in the Wynwood Art District in Miami. Since 2002, she has shown her work in three solo shows during Art Basel Miami Beach. Paresky Gould's work has appeared in numerous national publications, including *The New York Times*, *Architecture*, and the *Communication Arts Photography Annual*, and is shown in public and private collections worldwide, including the RISD Museum, Goldman Sachs, and The American Embassy in Finland. She received a Master's Degree from the Rhode Island School of Design and is a graduate of Duke University, where she was recognized as one of twenty-one “Noteworthy Alumni in the Arts.” Her animated website, [www.paresky.com](http://www.paresky.com), showcases her work.