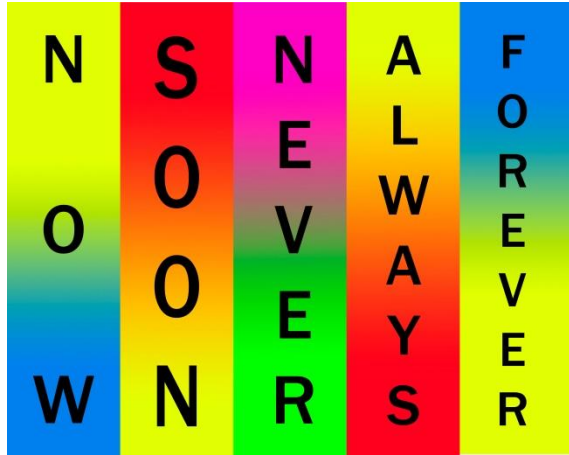


# LAWNDALE ART CENTER

FOR IMMEDIATE RELEASE  
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## Lawndale Art Center presents **TIME FRONT** by Lauren Moya Ford



On view December 13, 2014 –  
January 10, 2013

Opening Reception  
Saturday, December 13, 2014  
2 - 4 PM  
Artist talk at 2 PM

Houston, Texas - Lawndale Art Center presents **Lauren Moya Ford's** installation **TIME FRONT** opening **December 13, 2014, 2 - 4 PM**, with an **artist talk beginning at 2 PM**. **TIME FRONT** uses sign painting techniques typically used for window sign advertising, known as "window splash," on Lawndale's Main Street windows. Using time-based terms ubiquitous in public advertising, "NOW," "SOON," "NEVER," "ALWAYS," and "FOREVER," on each window, the painting suggests an immediate sense of promise, contract, and urgency between the buyer/viewer and the seller/establishment. Though Moya Ford borrows from the language of public advertising, the terms gain a poetic character when removed from their corollary sales and products that leaves their interpretation and meaning more open and adaptable. **TIMEFRONT** will be **on view through January 10, 2014**.

**Lauren Moya Ford** (Boca Ratón, 1986) is an artist and writer based in Austin, Texas. She graduated from the University of Texas (BA, BFA) in 2008 and a University of Houston (MFA) in 2014. Recent awards include the Cynthia Woods Mitchell Center Fellowship for Interdisciplinary Art and a Freed Travel Grant for research in Mexico City. She has participated in exhibitions at the Museum of Fine Arts' Hirsch Library, Blaffer Art Museum, Rice University, and others in Texas, Chicago, and Japan.  
[www.laurenmoyaford.blogspot.com](http://www.laurenmoyaford.blogspot.com)

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<b>About Lawndale:</b>	Lawndale Art Center develops local contemporary artists and the audience for their art. Lawndale is dedicated to the presentation of contemporary art with an emphasis on work by Houston artists. Lawndale presents exhibitions, lectures and events, and offers an annual residency program to further the creative exchange of ideas among Houston's diverse artistic, cultural and student communities.
<b>Address:</b>	4912 Main St., Houston, TX 77002
<b>For More Info:</b>	<a href="http://www.lawndaleartcenter.org">www.lawndaleartcenter.org</a> or <a href="mailto:askus@lawndalwartcenter.org">askus@lawndalwartcenter.org</a>
<b>Gallery Hours:</b>	Monday-Friday, 10-5; Saturday, 12-5; Closed Sunday Lawndale will be closed December 24, 2014 – January 1, 2015
<b>Admission:</b>	Free
<b>Exhibition Dates:</b>	This exhibition will open on Saturday, December 13, 2014 and will remain on view through Saturday, January 10, 2015. TIME FRONT will be viewable 24/7 on Lawndale's Main Street windows.
<b>Press Contact:</b>	Dennis Nance, 713-528-5858, <a href="mailto:dnance@lawndaleartcenter.org">dnance@lawndaleartcenter.org</a>

Programs at Lawndale are supported in part by The National Endowment for the Arts, Andy Warhol Foundation for the Visual Arts, The City of Houston through the Houston Museum District Association, The Texas Commission on the Arts, Houston Endowment, The Brown Foundation, Inc., The John R. Eckel, Jr. Foundation, The John P. McGovern Foundation, The Joan Hohlt and Roger Wich Foundation, Felvis Foundation/David R. Graham, Mid-America Arts Alliance, John M. O'Quinn, Gracie and Bob Cavnar, Cecily E. Horton, Ann W. Harithas, Diana M. Hudson and Lee Kaplan, Julia and Luke Burke, Monica Rios and Colin Fulton, Samantha Schnee and Michael Hafner, Henke Law Firm LLP, Jenny and Mark Johnson, Gretchen and Andrew McFarland, Paula Murphy, Lia and David Rodi, Nicole and Joey Romano, Scott R. Sparvero, Mary Martha and Joel Staff, Nancy and Sidney Williams, Nina and Michael Zilkha, TeleFlex, United Airlines, Kinzelman Art Consulting, Number 4 High Performance Hair Care, Page, Poggenpohl Design Studio, and other contributors, memberships, benefit events and many volunteers.

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