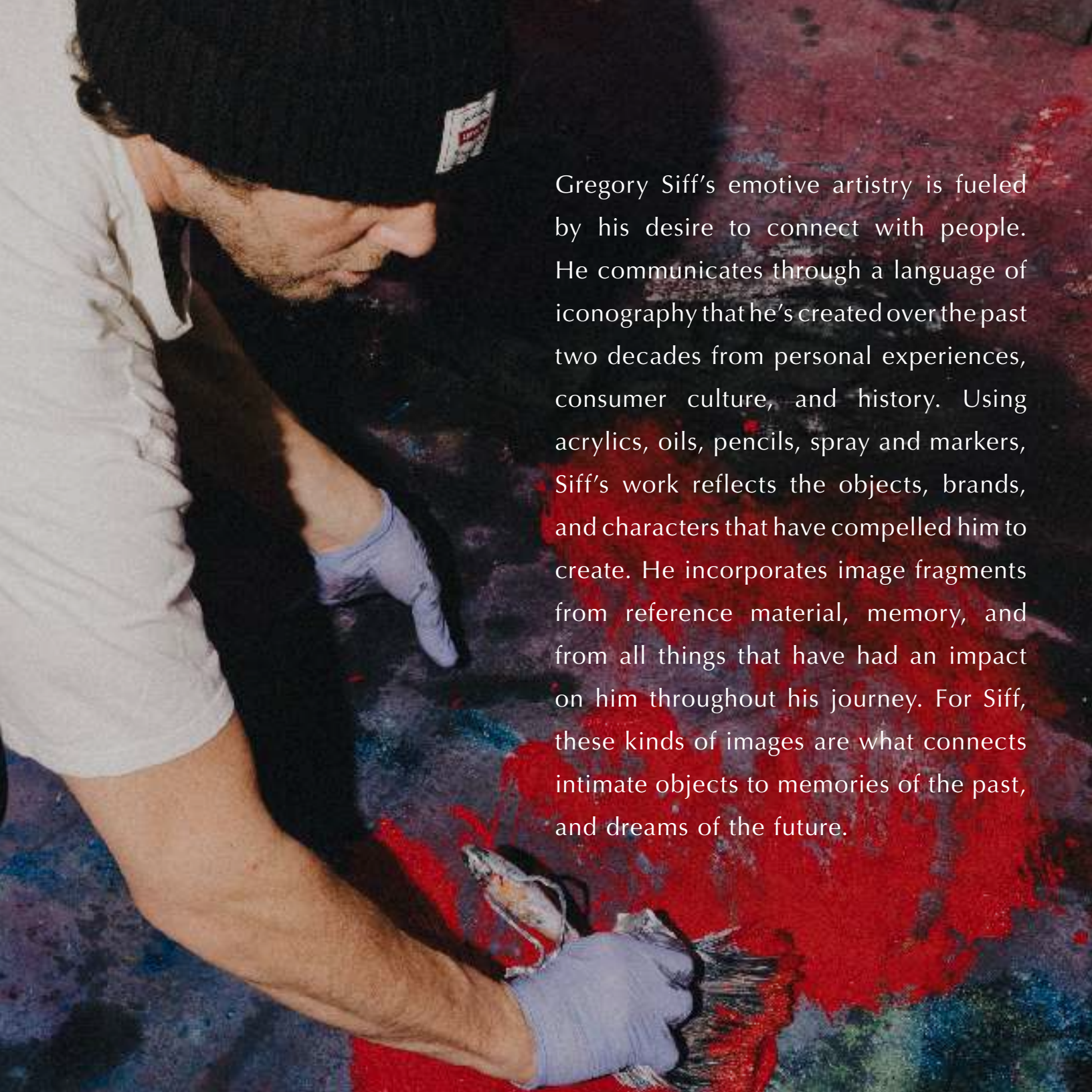


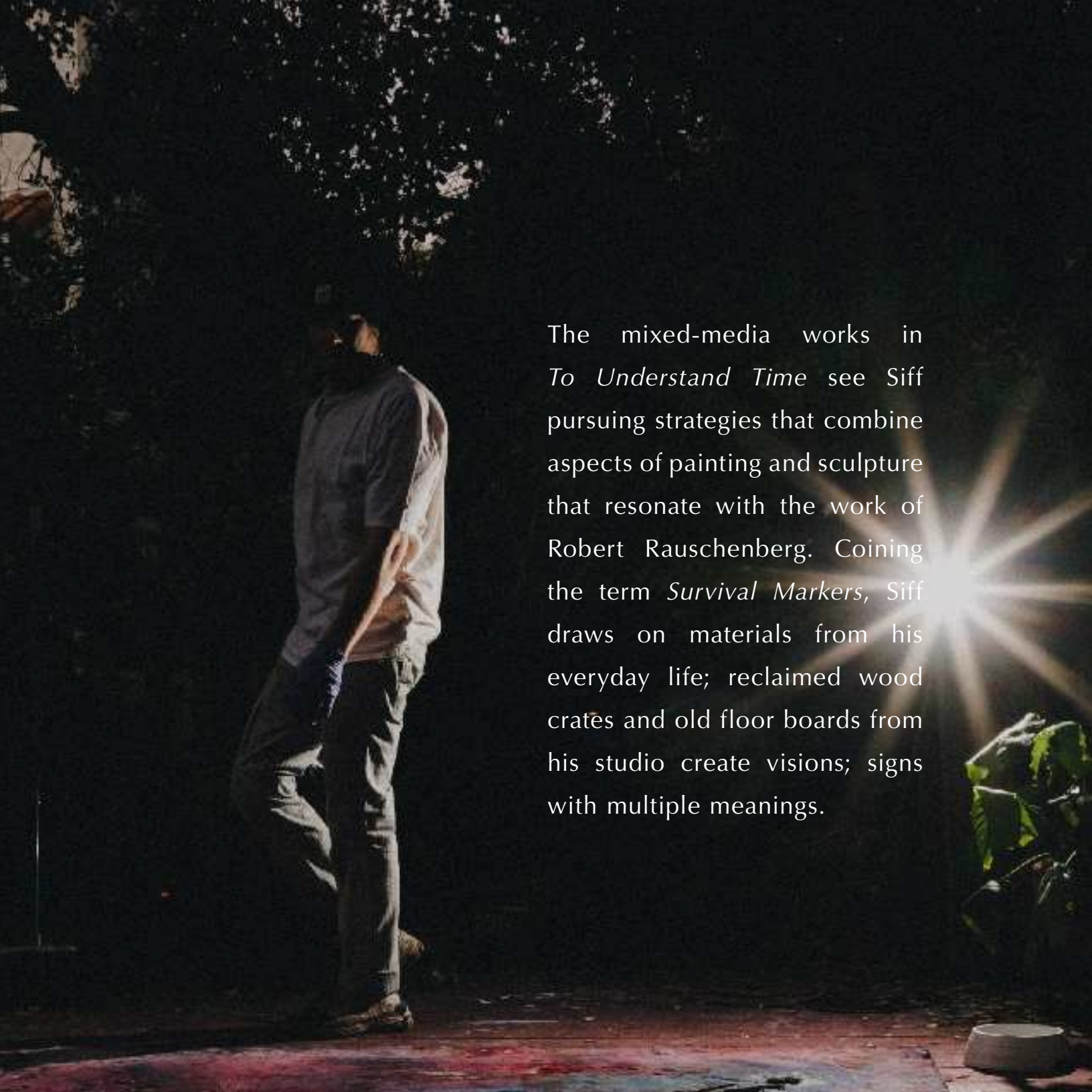
P R A Z
D E L A V A L L A D E

GREGORY SIFF
To Understand Time

30 March — 2 May 2024

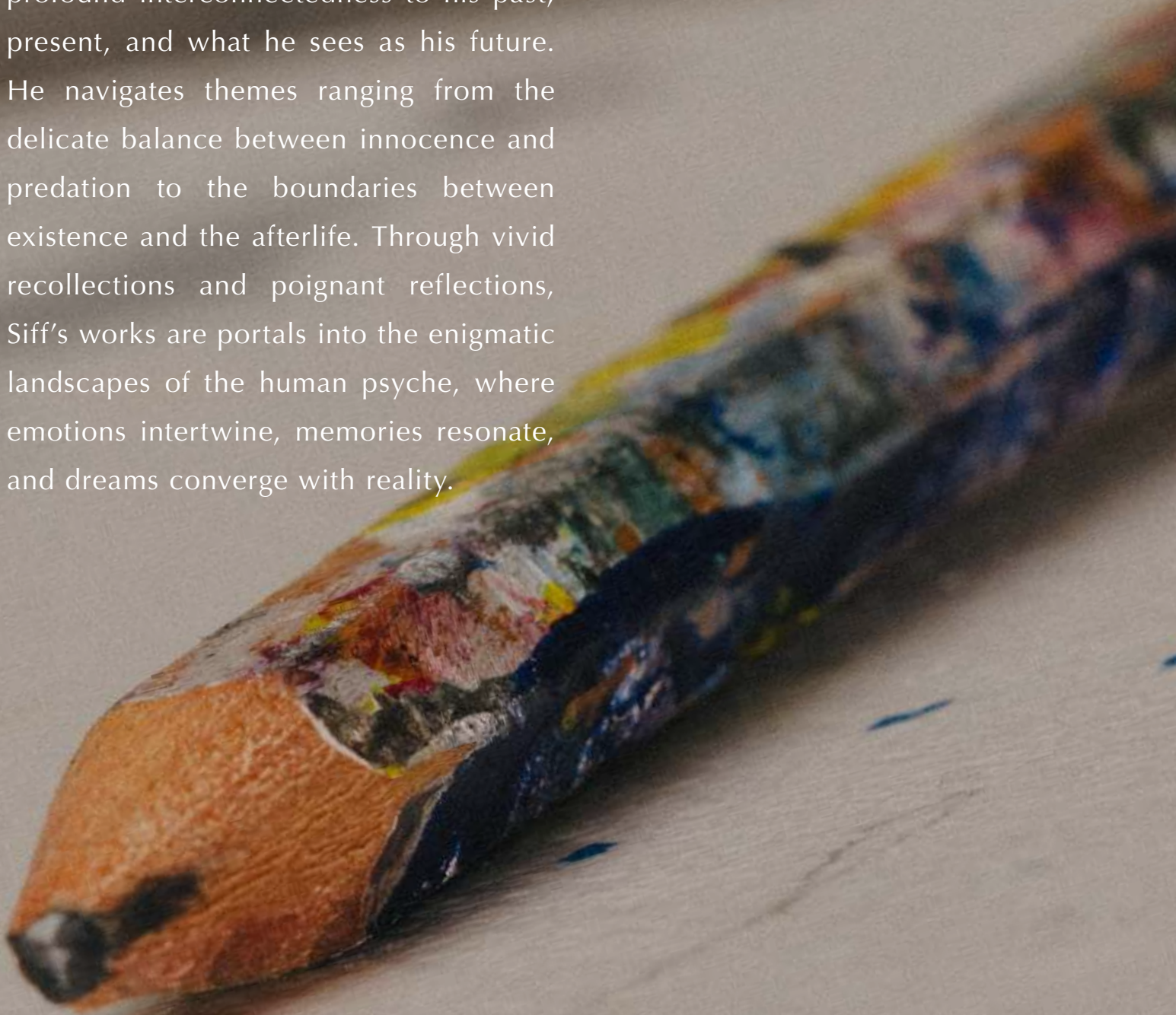


Gregory Siff's emotive artistry is fueled by his desire to connect with people. He communicates through a language of iconography that he's created over the past two decades from personal experiences, consumer culture, and history. Using acrylics, oils, pencils, spray and markers, Siff's work reflects the objects, brands, and characters that have compelled him to create. He incorporates image fragments from reference material, memory, and from all things that have had an impact on him throughout his journey. For Siff, these kinds of images are what connects intimate objects to memories of the past, and dreams of the future.



The mixed-media works in *To Understand Time* see Siff pursuing strategies that combine aspects of painting and sculpture that resonate with the work of Robert Rauschenberg. Coining the term *Survival Markers*, Siff draws on materials from his everyday life; reclaimed wood crates and old floor boards from his studio create visions; signs with multiple meanings.

Within *To Understand Time* is Siff's profound interconnectedness to his past, present, and what he sees as his future. He navigates themes ranging from the delicate balance between innocence and predation to the boundaries between existence and the afterlife. Through vivid recollections and poignant reflections, Siff's works are portals into the enigmatic landscapes of the human psyche, where emotions intertwine, memories resonate, and dreams converge with reality.





“I wanted you to look me in the eyes, I tried to tell you everything that was going on since you left here. The living room looked as it did when you were last in it. I sat on the white leather couch beside you, patiently repeating for you to look at me in the eyes so I can know it’s really you. You turned your head to the left and finally looked at me. I looked into your eyes, and I saw my blue eyes in your eye sockets. I knew at that moment you saw it all. I was no longer afraid of anything. You grabbed my knee with your grip like you always did and with the voice of a force in the world, you said powerfully, now you’re cooking with GAS.!”

– *A dream by Gregory Siff*



Gregory Siff

Cup of Life, 2024

oil, acrylic, ink, pencil
and oil crayon on canvas

95 x 72 1/4 in

241.3 x 183.5 cm

(GS24P04)





Gregory Siff

I'm Just So Happy I Get to Be Here with You, 2024

oil, acrylic and graphite on canvas

85 x 92 in

215.9 x 233.7 cm

(GS24P02)





Gregory Siff

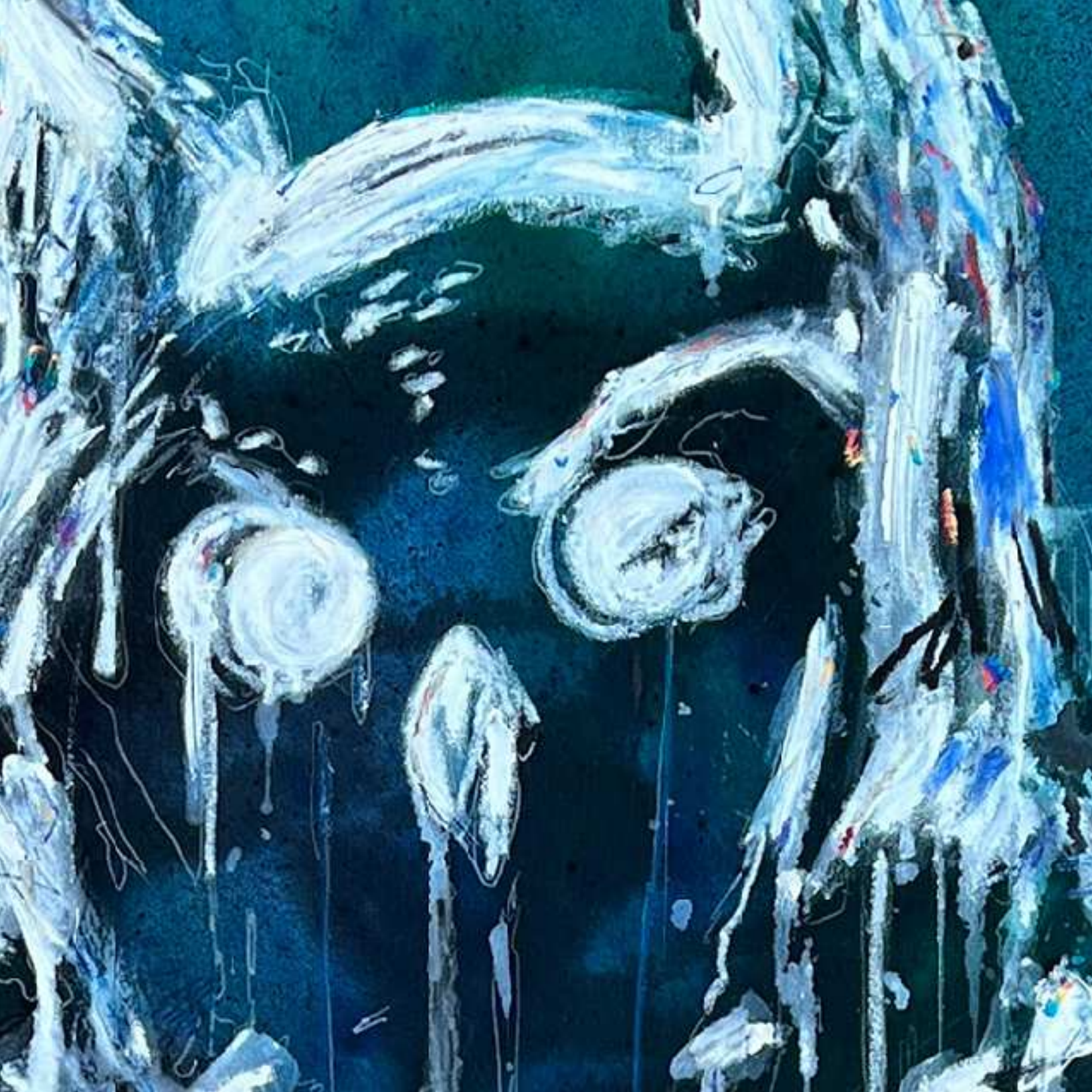
In My Tree, 2024

oil, acrylic, ink and graphite on canvas

75 x 67 in

190.5 x 170.2 cm

(GS24P01)





Gregory Siff

You Are Protected Now, 2024

oil, acrylic, ink, and graphite on canvas

74 1/2 x 77 in

189.2 x 195.6 cm

(GS24P05)





Gregory Siff

Peanut Butter Top, 2024

oil, acrylic, ink and graphite on canvas

73 x 83 1/4 in

185.4 x 211.5 cm

(GS24P03)



Gregory Siff

Rebel Without, 2024

acrylic, ink, crayon and oil on canvas

40 x 60 in

101.6 x 152.4 cm

(GS24P37)





Gregory Siff

Catching the Scorpion, 2024

oil, acrylic, oil crayon, and
motor oil on canvas

40 x 26 in

101.6 x 66 cm

(GS24P38)







Gregory Siff

Gregory Siff, Today In My Eyes (T.I.M.E.), 2024

oil, acrylic, ink, crayon and pencil on canvas

48 x 72 in

121.9 x 182.9 cm

(GS24P39)



Gregory Siff

To Understand Time, 2024
acrylic, marker, oil crayon and
pencil on canvas
40 x 30 in
101.6 x 76.2 cm
(GS24P35)

TO UNDERSTAND TIME

TO UNDERSTAND TIME YOU HAVE

TO GO THROUGH THE FEELING

TO UNDERSTAND TIME

• WE MUST FORGET WHAT WE

TO UNDERSTAND TIME YOU'RE GOING

THING WITH YOUR SOUL

UP SWIM IN THE SEA JUST

FIND WHAT YOU LOVE AND

CALL OUT TO THE

LET THEM ALL KNOW

I'VE BEEN AT IT FOR DAYS

BE-OUT WHAT DOES THAT MEAN?

FOR PEOPLE TO SEE

HAND POWERS TO BE

FEEL LIKE WHEN

THESE SERIES

LOOK AT MY HANDS AND

TODAY IN MY EYES



PROFE

NEW
COME
LEFT
IN

ADDRESS

La Mer

LOVE

STREET
ART



Gregory Siff

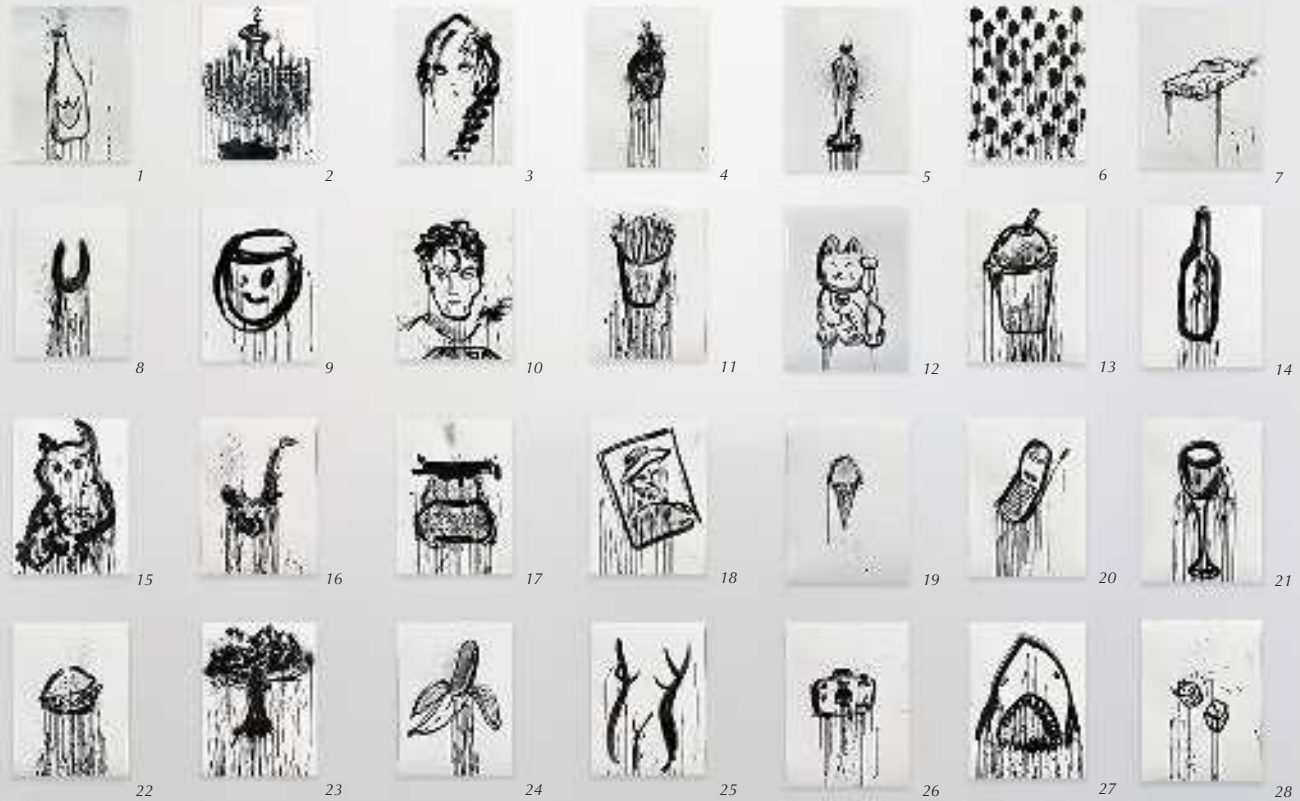
Brooklyn Love Story, 2024

oil, acrylic, ink, crayon and pencil canvas on canvas

60 x 48 in

152.4 x 121.9 cm

(GS24P34)



Gregory Siff

Various Works on Paper, 2024 (1. We Met Over Champagne, 2. Drip in Light, 3. BB, 4. Love Device, 5. Here's Your Fucking Oscar, 6. Motorsport Will Never Die, 7. Peanut Butter Top, 8. Elvis Had This Ring, 9. Marshmallow, 10. Super, 11. My Girl, 12. Lucky Cat, 13. Free Slurpee Day, 14. Perfume Memory, 15. Day Owl, 16. Jazz, 17. Smith Corona, 18. Vincent, 19. Vanilla, 20. StarTAC, 21. Drink to Us, 22. Fine, 23. Let Nature Decide, 24. 1st Banana, 25. Bodice, 26. Memory Device, 27. Let's Eat, 28. 7 Come 11)

acrylic and ink on watercolor paper
24 x 18 in (61 x 45.7 cm) each



Gregory Siff

*Survival Marker #1
(Bull by the Heart), 2024
antique bullhorns, acrylic, ink,
marker, canvas, and 18k gold leaf
on reclaimed panels
55 x 43 in
139.7 x 109.2 cm
(GS24S03)*



Gregory Siff

Survival Marker #2

(A Force in the World), 2024

acrylic, ink, marker and wrapped
canvas on reclaimed panels

25 1/2 x 18 1/2 in

64.8 x 47 cm

(GS24S07)



Gregory Siff

Survival Marker #3

(Beautiful Dents in Time), 2024

acrylic, ink, marker and linoleum
tile on reclaimed panels

53 1/2 x 31 1/2 in

135.9 x 80 cm

(GS24S05)



Gregory Siff

Survival Marker #4

(Who I State to Be), 2024

acrylic, ink, marker, canvas,

mylar, and oil-crayon on

reclaimed panels with engraving

28 1/2 x 20 in

72.4 x 50.8 cm

(GS24S02)



Gregory Siff
Survival Marker #5
(Chocolate Poets), 2024
acrylic, ink, marker, wrapped
canvas, on reclaimed panel
27 x 19 3/4 in
68.6 x 50.2 cm
(GS24S06)



Gregory Siff

Survival Marker #6

*(The Same shirt I warm you with is
the same I can choke you with), 2024*

acrylic, ink, marker, and wrapped
canvas on reclaimed panel

46 1/2 x 30 in

118.1 x 76.2 cm

(GS24S08)



Gregory Siff

Survival Marker #7

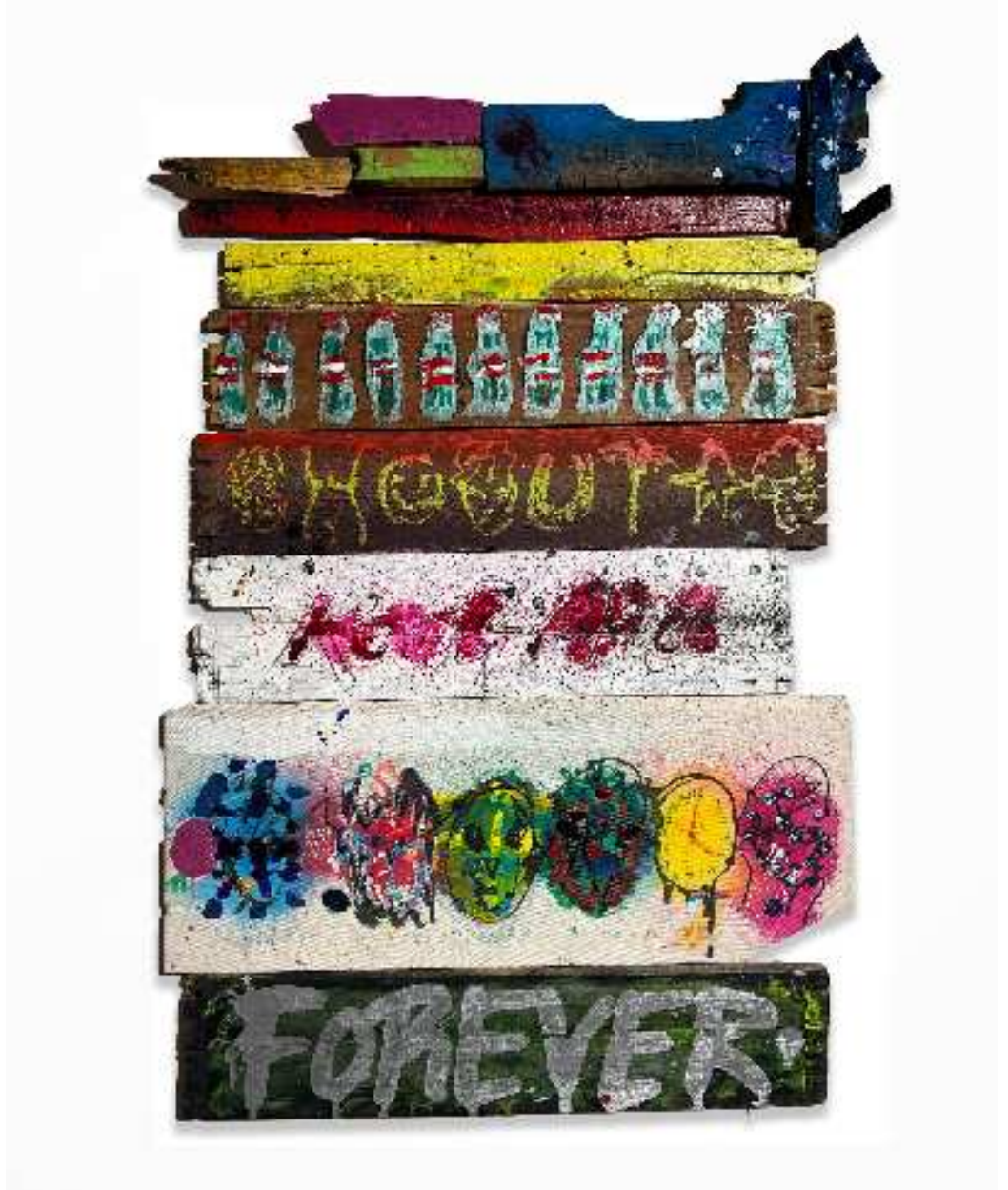
(Cooking with GAS), 2024

acrylic, ink, marker, canvas on
reclaimed panels with engraving

27 x 18 1/2 in

68.6 x 47 cm

(GS24S04)



Gregory Siff

Survival Marker #8
(Because it feels so good to
be alive), 2024

acrylic, ink, marker and
canvas on reclaimed panels

30 1/2 x 20 1/2 in

77.5 x 52.1 cm

(GS24S01)



Gregory Siff

We Were There, 2024

18k gold leaf paint and acrylic on canvas

36 x 84 in

91.4 x 213.4 cm

(GS24P36)



SACRED DAY

FINANCE

THIS LIFE
FILMED WITH
PINNACOLON

DEALS

NOT OFF
CHAMPAGNE

REFEL

3 DAYS

4 WAYS



THE
ICE
CREAM



100	122	77	07
101	122	77	07
102	122	77	07
103	122	77	07
104	122	77	07
105	122	77	07
106	122	77	07
107	122	77	07
108	122	77	07
109	122	77	07
110	122	77	07
111	122	77	07
112	122	77	07
113	122	77	07
114	122	77	07
115	122	77	07
116	122	77	07
117	122	77	07
118	122	77	07
119	122	77	07
120	122	77	07



CHICAGO



20
CELEBRATE

WHEN YOU WERE THERE!

SOBRIETIES

CITIZEN

WE WERE THERE

SILTY BOSS

BEAL TRANDERS



WATER



ADJECTIVE



ALL I AM



WATER



CV

Gregory Siff

Born in 1977, Brooklyn, New York

Lives and works in Los Angeles

American artist Gregory Siff is best known for his highly emotive style that merges abstraction, pop and action painting. By using inks, oils and acrylic paint, he creates iconic elements in the form of storyboards, capturing time and nostalgia. His works have been included in MoMA PS1's "Rockaway!", "Vans Custom Culture" at the Whitney Museum of American Art and in luxury fashion house Saint Laurent's F/W 2018 Collection. Gregory also collaborated with revolutionary fashion brand, Pyer Moss, painting pieces live on the runway that are now archived by The Smithsonian National Museum of African American History and Culture.

Education:

2002 New York University, B.F.A., New York, NY

Selected Projects, Collaborations, Solo, and Group Exhibitions:

2024 *To Understand Time*, Solo Exhibition, Praz-Delavallade, Los Angeles, CA
Levi's x Universal Records, Design Project, Los Angeles, CA

2023 *Noche Calvera*, Group Exhibition, Compound Contemporary, Los Angeles, CA
Vacheron Constantin, Installation Project, Beverly Hills, CA
Golden Goose, Design Collaboration, Art Basel, Miami, FL
Bogner Fire + Ice, Design Collaboration, Wolfgangsee Lake, Australia
Detroit Pistons, TG Collection, Design Collaboration,, Malibu, CA
MLB All Star Game, Home Run Derby, Design Collaboration, Seattle, WA
Summertime Blues, Group Exhibition, Samuel Owen Gallery, Greenwich, CT

2022 *CRZY CHMSTRY*, Solo Exhibition, Surface Area, Miami, FL
MLB All-Star Game with Topps and Nike, Design Collaboration, Los Angeles, CA
NTWRK, Group Exhibition, Known Ga Series Panel, Lecture, Soho House, New York, NY

2021 *Matter and Form*, Group Exhibition, The House of Fine Art, London
Yellowpop x Keith Haring Pop Up Group Exhibition, New York City
Major League Soccer, LAFC, LIGA BVVA MX, Design Collaboration, Los Angeles, CA
MLB All Star Game, Topps, Design Collaboration, Denver, CO

2020 *Visions in Light: Windows on the Wallis*, Group Exhibition, Wallis Annenberg Center, Los Angeles, CA
Letters in Conversation, Lecture, University of Tampa College of Arts, Tampa Bay, FL
100 Years Centennial Celebration, Group Exhibition, Tampa Museum of Art, FL
Evidence of Life, Residency and Solo Exhibition, CASS Contemporary, Tampa Bay, FL
MIn Soliloquy, Group Exhibition, The House of Fine Art, Mykonos, Greece
Tampa Museum of Art Pavillion XXXV, Group Exhibition, Tampa Bay, FL

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- 2019 Chateau Marmont x White Cube for Frieze, Installation, Los Angeles, CA
Soho Beach House, Installation, Miami, FL
Made in America Festival, Roc Nation, Design Collaboration, Philadelphia, PA
Green Room Festival, Stance, 赤レンガ地区野外特設 Design, Yokohama, Japan
- 2018 *When You Were Little You Used to Color*, Solo Exhibition, 4AM Gallery x 287 Gallery, New York, NY
Belvedere Art Space, Group Exhibition, Beirut, Lebanon
Into Action, Group Exhibition, Los Angeles, CA
Up in Arms, Group Exhibition, Samuel Owen Gallery, Greenwich, CT
- 2017 Museum at the Fashion Institute of Technology, Pyer Moss, Design Collaboration, New York, NY
Happiness Dealer, Solo Exhibition, Samuel Owen Gallery, Nantucket, MA
Crash This!, Solo Project, Soho Beach House, Miami, FL
Paint it Forward, Solo Exhibition, CASS Contemporary, Tampa, FL
Fashion and Social Media Panel and Outdoor Mural, USC Annenberg Center, Los Angeles, CA
- 2016 *Portrait of an American Ice Cream Man*, Solo Exhibition with Mercedes-Benz & 4AM Gallery, Los Angeles, CA
High Fashion Something, Surf Lodge at W South Beach, Mercedes-Benz x DSTLD, Miami, FL
Punks, Poets and Provocateurs, Group Exhibition, Gruin Gallery South Hampton, NY
MCA Day, Group Exhibition, Tribute to Beastie Boy, Adam Yauch, Brooklyn, NY
Selections from Portrait of an American Ice Cream Man, Gallery Valentine, East Hampton, NY
- 2015 *No Commission*, Group Exhibition, The Dean Collection (Swizz Beatz), Art Basel, Miami, FL
Faces, Solo Exhibition, Rockaway Beach Surf Club, New York, NY
Pyer Moss, Design Collaboration, Runway Collection, NYFW, New York, NY
- 2014 *MoMA PS1's Rockaway!*, Group Exhibition, curated by Klaus Biesenbach and Honolulu Biennial, NY
- 2013 *Vans Custom Culture*, The Whitney Museum of American Art, New York, NY
Thanks for the Memories, Group Exhibition, Gallery Brown, Los Angeles, CA
- 2012 *There & Back*, Solo Exhibition, The Art Reserve, Los Angeles, CA
Red Bull Curates: The Road to Basel, Group Exhibition, Los Angeles, CA
Matter of Time, Gallery Brown, Los Angeles, CA
Vinyl Revisionists, Group Exhibition, Warner Bros. Records, Los Angeles, CA
- 2011 *G Show, 11-11-11*, Solo Exhibition, La Fonderie, Los Angeles, CA
Modern Multiples Print Show, Group Exhibition, Known Gallery, Los Angeles, CA
- 2010 *paint*, Solo Exhibition, The Standard, Hollywood, CA
- 2007 *3rd Annual Art Parade*, Deitch Projects, New York, NY
- 2006 *2nd Annual Art Parade*, Deitch Projects, New York, NY