



PRESS RELEASE

**“A Priori Series of Paintings”
by Jim Lively**

April 22, 2017 – July 15, 2017

Opening Reception Saturday April 22, 2017, 6:00pm to 9:00pm.

**Martsolf Lively Contemporary
521 N. Interurban
Richardson, Texas 75081**

**“What can I do? What ought I to do? What can I hope?”
Immanuel Kant**

Fashion Designer, Paulette Martsolf and artist, Jim Lively brought their creative talents together to create an innovative concept of merging unique and original fashion with contemporary visual art. The concept gave birth to the endeavor known as “Allie – Coosh Lifestyle” and “Martsolf Lively Contemporary” where fashion gracefully and seamlessly collides with fine art. Previously, Paulette owned Allie-Coosh which featured her own creative fashion for twenty-four years located in Snider Plaza. Due to escalating rent, she decided to renovate the building she owned near downtown Richardson where her manufacturing was performed. The renovations resulted in an industrial chic venue which now houses both her manufacturing, a fashion boutique, art gallery and artist studio. As the renovations began to unfold, Jim contemplated as to what might be an appropriate theme for a series of paintings to christen the new venue. After some thought, he kept being drawn back to his days in college where he had the luxury of studying philosophy. Jim was always intrigued by the concept of *a priori* which may be defined as relating to or denoting reasoning or knowledge that proceeds from theoretical deduction rather than from observation or experience. The first painting in this series is entitled “Fresh Start” which is an abstract piece that incorporates imaginary asymmetrical shapes into what appear to be wood grain slats. By its title, the painting is not dependent upon past experience but instead is forward looking and intended to be somewhat unique. Several of the pieces in the series such as the whimsically titled “Little Black Dress” embraces the theme of the Allie – Coosh Lifestyle and Martsolf Lively Contemporary of where fashion collides with art.



Jim Lively is Artist and Curator at Martsolf Lively Contemporary. His artwork and art films have been recognized in numerous juried competitions, publications and film festivals. In addition, Jim has exhibited his artwork in several group and solo exhibitions across North America and in Europe. He was presented a Certificate of Excellence for the 2015 Palm Art Awards. Jim was also named to the 2013, 2014 and 2015 list of Art Tour International Magazine's Top 60 Masters of Contemporary Art. His art film, *4,827 Days* was selected to participate in the 2015 Aurora Dallas, a public and contemporary video art exhibition covering 68 acres of Dallas Arts District. His film, *The Soul of Vinyl; Abbey Road Side 2* screened at the 2016 New York City Independent Film Festival. Jim's film, *The Case of the Deranged Sommelier* won Best Experimental Film in the 2016 Directors Circle of Shorts Film Festival and his new film. *Still Mad as Hell* was just selected for the 2017 New York City Independent Film Festival.

"A Fresh Start"
Acrylic on Canvas



"Little Black Dress"

Acrylic on Canvas For more information, please contact Jim Lively at j.lively@sbcglobal.net , 214.543.5951 www.jimlivelyart.com and www.allie-coosh.com