

# PRESS RELEASE

“RECEPTION THEORY”

by

GREG MASON BURNS

featured at

**CONTEMPORARY ARTS INTERNATIONAL (CAI)**

For Immediate Release: October 20, 2018

Yin Peet, CAI's founder and director

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Attached Photo

**Acton, MA** – Contemporary Arts International (CAI), a 501(c) non-profit art center, also known as YV Art Museum (WHY WE Art Museum) announces the solo exhibition of paintings by multi-disciplined artist Greg Mason Burns. The exhibition entitled “RECEPTION THEORY” will be on display from Nov 4 to Nov 30 in CAI's main hall. An Opening reception will be held on November 4, Sunday at 2:00PM with an artist talk at 3:00PM.

*Reception Theory*, as an academic concept, studies the mass media's message versus the audience's interpretation of that message. Because there is an original message and a resulting interpretation, there exists an inherent "understanding gap" between the two entities. Burns treats that gap not as an academic concept, but as a physical place instead - as if it were a town or a village - where he paints what the people, buildings, and objects might look like in this village. This expansion of the theory into the field of visual arts has sparked a debate about the role of the media in the contemporary world in relation to contemporary art.

Burns initially developed this project during his time in Brazil, particularly during the contentious impeachment of Brazil's President Dilma Rousseff. As an artist with a journalism degree and substantial international experience, this specific controversial period in Brazil's history sparked the curiosity that created this project, and it has become more relevant in the US. He has exhibited in Brazil, Portugal, and the United States.

Because he tries to remove the "noise" from the media's message, Burns' work is often reductive in nature. Color Field, as an artistic style, is a tool for presenting this village to the public due to its minimalist underpinning, and is the primary approach for this exhibit.

CAI's admission fee is \$5 for students/ seniors and \$10 for adults, which will include a tour of the studio and the sculpture park.

For more information, visit our website at [www.contemporaryartsinternational.org](http://www.contemporaryartsinternational.org).

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Contemporary Arts International (CAI), also known as The Quarry, is a non-profit located in a 12.9-acre quarry in Acton MA. The mission of CAI is to promote the creation, understanding and appreciation of contemporary arts in the global context through art education, exhibition, and international symposium. For more information, visit the [CAI's website](#).

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### **Calendar Listing**

The Contemporary Arts International (CAI), also known as YV Art Museum (WHY WE Art Museum), a non-profit art center located at 68 Quarry Road, Acton MA, announces the solo exhibition of paintings by journalist artist Greg Burns. The exhibition entitled "RECEPTION THEORY" will be on display from Nov 4 to Nov 30 in CAI's main hall. An Opening reception will be held on November 4, Sunday at 2:00PM. CAI is open to visitors everyday 2pm to 5pm or by appointment (617-699-6401). The admission is \$5 for students and seniors and \$10 for adults.