

# t r a n s f o r m e r

FOR IMMEDIATE RELEASE  
November 7, 2012

CONTACT: Victoria Reis/Ebony Dumas  
202.483.1102 or [info@transformerdc.org](mailto:info@transformerdc.org)

Felipe Pereira Goncalves

*Magic*

November 17 – December 8, 2012

CEREMONIAL GATHERING:  
Saturday, November 17, 2012, 5:30 – 7pm  
Outside Transformer



Transformer is pleased to present, *Magic*, a site-specific storefront window installation by Baltimore based artist **Felipe Pereira Goncalves**. Inspired by the sense of wonderment found in contemplating the vastness of the universe, Goncalves expands upon his painting practice using glitter, carpet, fur, acrylic, foam and crystal forms to create a 3D storefront diorama installation that will utilize an excessive amount of decoration to create a lavish, futuristic, sci-fi environment. Upon deeper investigation, viewers will discover the sub-terrain of this sanctuary holds a representation of the origins of the cosmos, meant for adoring reverence.

Artist Felipe Pereira Goncalves states: "With this installation, I'm creating a sense of discovery and magic. The magnetism of a glowing cavern is the bait, and the viewers will be frozen, overwhelmed with curiosity and sensuality."

Graduating from the Maryland Institute College of Art with a Bachelor of Fine Arts in 2004, Felipe Pereira Conclaves has exhibited around the Baltimore/Washington, DC region at Transformer, Flashpoint and Nudashank Gallery, among others. Most recently, his work was featured in the *New American Paintings #100* and *Beautiful Decay #7* publications.

**EXHIBITION HOURS:** As this exhibition is meant to be viewed entirely from the sidewalk outside of Transformer's storefront, *Magic* will be on view 24/7 November 17 – December 8. In addition to the ceremonial gathering to officially launch the installation, Transformer will have our storefront security grate down Monday – Friday, noon – 5pm, November 19 – December 7 for more comprehensive viewing of the work (except Thursday, November 22 and Friday, November 23).

Image: Felipe Pereira Conclaves, *Diorama of Magic Installation*, 2012

---

**t r a n s f o r m e r** is a Washington, DC based 501 (c) 3 artist-centered non-profit visual arts organization, providing a consistent, supportive, and professional platform for emerging artists to explore and present experimental artistic concepts, build audiences for their work, and advance their careers. A catalyst and advocate for contemporary artists and emergent expression in the visual arts, Transformer connects and promotes emerging visual artists within regional, national and international contexts through exhibition and programs partnerships with artists, curators, commercial galleries, museums and other cultural institutions.

Transformer's 2012/2013 Exhibition Series and programs are supported by: The Andy Warhol Foundation for the Visual Arts, The CrossCurrents Foundation, The DC Commission on the Arts and Humanities/ NEA, The Morris & Gwendolyn Cafritz Foundation, The National Endowment for the Arts' Access to Artistic Excellence Award, and The Visionary Friends of Transformer – individual donors, members of our Annual Auction Host Committee, and Corporate Sponsors.