



Questions may be directed to Bryn Larsen
bryn@koslovlarsen.gallery
+832 266 8491
December 22, 2023

For Immediate Release: Houston, Texas

We are delighted to announce that effective January 1, 2024, Foto Relevance will be known under the new name Koslov Larsen. The name change will be accompanied by rebranding and a new look, and the website will be located at koslovlarsen.gallery.

“Our decision to rebrand was in large part precipitated by the artists with whom we work—their practices expanded our mission from our original proposition to focus on contemporary photography to become a gallery presenting innovative photo-based work” said Geoffrey Koslov, one of the co-founders of the gallery. “As our artists’ visions broadened, so have ours.”

Koslov Larsen will continue to show the finest contemporary photo-based work and is broadening its mission in order to showcase artists’ innovative explorations into new mediums and methods. The gallery will continue to present the beautiful variety of traditional photographic processes as before.

Bryn Larsen, co-founder, remarked: “We are delighted to grow with our artists, and to better represent the ways in which much of their collective work is pushing the boundaries of the photographic medium.”

As the gallery prepares for new shows in 2024, the new logo and look, which is fresh and contemporary, is being introduced. Matthew Tabor, Art Director at Letterset Press Houston, crafted the new brand for the gallery and commented on his choice to reference a camera lens: “The use of a circle within the logo mark is a representational personification of the photographer’s camera lens as a means of capturing imagery while also paying homage to the gallery’s origin as a photo-based institution.”

The exhibition currently on view, David Reinfeld’s *Composite Realities*, will be the final exhibition under the Foto Relevance mantel, and JP Terlizzi’s *Creatures of Curiosity* will launch the new name and brand in 2024 as Koslov Larsen. Koslov Larsen will also make its debut





appearance this April at The Photography Show in NYC presented by AIPAD, The Association of International Photography Art Dealers.

Founded by Geoffrey C. Koslov and Bryn Larsen, Koslov Larsen, formerly Foto Relevance, specializes in contemporary fine art photography and photography-based work. Joined by Zan Zeller in 2019 who leads the program as Assistant Director, the gallery is dedicated to providing a platform for an innovative selection of United States-based and international photographic artists pushing the boundaries of photography.

In addition to promoting the work of artists, Koslov Larsen provides guidance, educating individual collectors and corporations in the acquisition and sale of art. Koslov Larsen is a member of the Association of International Photography Art Dealers (AIPAD) and the Houston Art Gallery Association (HAGA). The gallery is located in the historic Museum District in Houston, Texas in close proximity to the Museum of Fine Arts, Houston, the Menil Collection, and the Houston Center for Photography.

Our represented artists have been acquired by a number of museums, including: Museum of Fine Arts - Houston, The British Museum, New Mexico Museum of Art, Denver Art Museum, San Diego Museum of Art, Anderson Museum of Art, Arab American National Museum, Benton Museum of Art, Museum of Contemporary Photography, New Orleans Museum of Art, Tucson Museum of Art, Dorsky Museum of Art, Griffin Museum of Photography, Museum of Photographic Arts, The DeCordova Museum, Peabody Essex Museum, Danforth Museum of Art, McMullen Museum - Boston College, Palm Springs Museum, Louisiana State University Museum of Art, University of Maine Museum of Art, Tampa Museum of Art, Savannah College of Art & Design Museum, Center for Maine Contemporary Art, and the Fort Wayne Museum of Art. We are also proud to represent Robert Langham III, who received the Guggenheim Fellowship in 2022.

As of January 1, 2024, the gallery's new contact information will be:

koslovlarsen.gallery

4411 Montrose Blvd, Suite C
Houston, Texas 77006
713.505.1499

Geoffrey@koslovlarsen.gallery

Bryn@koslovlarsen.gallery

Zan@koslovlarsen.gallery

Alana@koslovlarsen.gallery