



STERN -THAL

Sternthal Books
18 Fallbrook Rd.
Montreal, Quebec
H3X-3X4

t. 646.266.9166
t. +972524313645
ian@sternthalbooks.com
www.sternthalbooks.com

FOR IMMEDIATE RELEASE

Contact: publicity@sternthalbooks.com

Sternthal Books is pleased to announce the publication of:
[First We Feel Then We Fall](#)

By Guy Yanai
Essays by Nuit Banai & James Trainor.

The book's release coincides with a book launch event to be hosted by Christies New York on October 20th, 2011.



Sternthal Books is pleased to announce the publication of Guy Yanai's first book "FIRST WE FEEL THEN WE FALL." The book is the second to be released by Sternthal Books, and its publication coincides with a book launch party that will be hosted by Christies New York on October 20th in New York City. The book will be also be displayed with RCAAQ at the upcoming New York Art Book Fair to be held at Moma PS1 on September 29th, 2011.

"First We Feel Then We Fall" opens with a trove of found images that have informed and inspired Yanai's practice. These photographic Sources are followed by drawings, curatorial essays by Nuit Banai and James Trainor, and twenty-two plates, including twelve oil paintings on linen, and ten oil paintings on custom birch panels. The book was produced in conjunction with the artist's solo exhibition that opened this summer at The Alon Segev Gallery in Tel - Aviv.

A shallow depth of field marks the twelve large-scale paintings in the series, redolent of public billboards hawking clothing, cruises, and advertisements touting the latest Hollywood blockbuster. Yet their brightly colored surfaces emerge from a rather 'democratic' tribute to a cross-section of filiations, including photographic, print media and film sources, art historical precedents, and the artist's idiosyncratic memories. Flipping through the book, it is impossible to ignore the relationship between the artist's various influences, and the mutations they undergo as they find their way into his work.

The connection between Yanai's semiotic flow of imagery is largely affective. His decision to compile and curate an inventory of this source-material and expose it as a fundamental element in his artistic process is not without significance. What we can glean from this decision is that photography, painting, television, print media, and personal memory are all imagined as sites --or archives -- that momentarily stabilize and organize the constant data flow of life as

a form of representation. These media function as egalitarian apparatuses that give shape to the content of a communal imagination but cannot arrest or transform its frictions and differences into a conclusive composition.

"First We Feel Then We Fall" is printed with Dalum and Leykam paper stocks, the cover features printed-paper on boards, and the spine is done with silkscreen and fabric.

About Guy Yanai

Guy Yanai was born in Haifa, Israel in 1977. He currently lives in Tel-Aviv where he works with drawing, painting, and sculpture. Yanai graduated from Hampshire College with a BFA, and has spent the last several years showing his work internationally.

About Sternthal Books

Ian Sternthal was born in Montreal, Canada. He currently lives in New York, where he recently founded Sternthal Books, an art book publishing company devoted to making political picture books. As an artist, writer, book designer, and publisher, his work deals with the political potential of art to provoke broader social changes. For more information, please visit www.sternthalbooks.com. Please note that the website is currently be re-constructed.

First We Feel Then We Fall

by Guy Yanai, Essay by James Trainor & Nuit Banai, Designed by Avigail Reiner & Avihai Mizrahi
Hardcover: 140 Pages, ISBN 978-965-91726-0-3
\$40.00 / September 2011

For more information about First We Feel Then We Fall and Sternthal Books, please contact publicity@sternthalbooks.com.