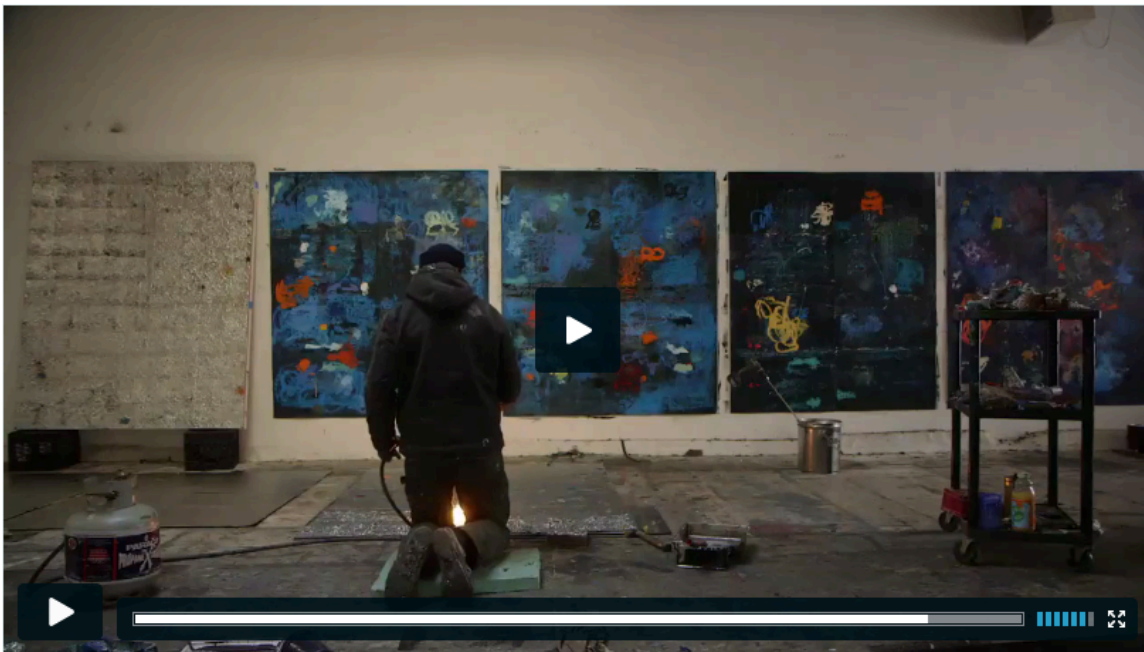


SEAN KELLY

"McCloud in Process by Melo-X," *Purple Fashion Magazine*, April 4, 2015.

PURPLE.FR

MC CLOUD IN PROCESS BY MELO-X



<http://purple.fr/television/art/mccloud-in-process>

Sean Kelly Gallery presents a film on contemporary artist Hugo McCloud. Directed by NY-based multimedia artist and musician MeLo-X, the documentary film shows the practice of McCloud in his studio. Self-taught with a background in industrial design, McCloud's practice is unrestricted by classical, academic tenets. Drawing inspiration from the rawness and decay of the urban landscape, McCloud creates rich, large-scale abstract paintings and sculptural objects by fusing unconventional industrial materials—tar, bitumen, aluminum sheeting and oxidized steel plates — with traditional pigment and woodblock printing techniques. His approach is instinctive and physical, often working on the floor, sanding, hammering and torching his materials until a total metamorphosis takes place.

"McCloud in Process is a collaborative piece by Hugo and myself. I wanted to capture the beautiful elements of his process through a somewhat micro lens, creating a dynamic visual of layers that I felt meshed with how I see music as I create in my own space," said MeLo-X. "I wanted to show the marriage of his process through my eye as a director, mixed with my ear as a composer and sound designer. As an artist, the smallest things trigger these ideas and sounds in my head. Working with Hugo and the layers in his studio really heightened this sense of sound and visual art."

Directed by MeLo-X

Commissioned by Sean Kelly Gallery

Music from MeLo-X's upcoming EP, C U R A T E, which is out in June 2015.