

Danielle Rubi
Bio



Danielle Rubi received a BFA from the School of the Art Institute of Chicago and has been taking photos and living in many places since; northern and southern California, Paris, France, coastal Nayarit, Mexico, and Marfa, Texas. Her work has been prolific and varied over the last ten years; it includes architectural, portrait, nature, music, and life photography, produced for a number of publications, gallery shows, and museum exhibitions. Adding more facets to her already dynamic oeuvre is Rubi's traveling lifestyle. Growing up in a Swiss/Californian household with parents in the travel business, she learned to maintain distant friendships and personal connections to many parts of the world. That is how it still is. Though based in Santa Barbara, California, Rubi travels almost constantly and her work depicts the many micro worlds she is part of. Through it all runs a continuity of mood that is at once soft, intentional, furtive, mathematical, and rich. Having an acute eye for patterns in nature, fleeting gestural moments, and visual coincidences, Rubi handles her subjects (everything) like a romantic scientist.

In her current show, *Invisible Thread*, Rubi confronts the variety of her cast of subjects head on through the imposition of technical and compositional parameters. The criteria are simple: all images in the group were shot on her favorite camera, a 1950, square format Rolleiflex and are all printed the same size; also, every image contains a strong horizontal line across the frame. Displayed, the images are justified according to their individual horizon line, rather than the top, bottom, or center of the frame. The effect of these parameters simplifies and connects a seemingly disparate group of images, in effort to show their common provenance: Rubi's eye. Another notion that emerged from this specific undertaking is the significance of horizons in the way we process, regard, and experience the world. It is how we arrange our written language, it is how we show chronologies, it is what happens when two arms reach for each other, it is what infinity looks like.

Danielle Rubi's work can be found in many publications, including *Anthem*, *Dwell*, *Readymade* and *Nylon*. Her past gallery involvement includes shows in Brazil, Brooklyn, Seattle, San Francisco, Oakland, Germany, Norway, and Sweden. She is part of the permanent collection of the Santa Barbara Museum of Art. Following *Invisible Thread* she will be moving to Paris, France.