

FOR IMMEDIATE RELEASE

76 GRAND STREET NEW YORK NY 10013



ASSUME VIVID ASTRO FOCUS ***ASSUME VIVID ASTRO FOCUS VII***

June 26 - August 15, 2003

Opening Thursday June 26, 6-9pm

Deitch Projects is pleased to present *Assume Vivid Astro Focus VII*, a multimedia installation by Assume Vivid Astro Focus, one of the most talked-about artistic forces to have emerged during the past year.

A.V.A.F.'s work will cover not only the interior walls of Deitch Projects' 76 Grand Street space, but the floors, windows and exterior façade as well. The large gallery space will feature a projection of A.V.A.F. and honeygunlab's collaborative video project "Walking on Thin Ice" based on a song of the same name released by Yoko Ono in 1981. A.V.A.F. will also create new wall drawings and wallpaper for the space. Sampling tapestry design and softcore porn, coloring books and Tibetan *thangka* paintings, Pink Floyd and Picabia, A.V.A.F. spins vibrant and outrageous patterns from their personal simulacra of images. Part Brazilian *Carnival*, part Aubrey Beardsley, A.V.A.F.'s own brand of psychedelia washes over the senses, feeling both familiar and daringly new.

The storefront gallery will be turned into a tattoo parlor where gallery visitors can receive both A.V.A.F. tattoos and the tattoo artist's own amidst an A.V.A.F. jungle of drawings and window patterns. Transforming the exterior of the gallery, A.V.A.F. will build a giant haunted-house style façade suggestive of the fun house environment within, and will create a multi-colored, scrolling neon sign reading "CONTAGIOUS" lighting up Grand Street.

CONTINUED ON REVERSE

A.V.A.F., begun in Brazil and practicing in New York, is a unique movement with an expansive vision of total sensory input. In a way, it is a record of everything that is a part of someone's life and everything that's added to that person's life every day. These experiences collide, mutate and are masterfully remixed by A.V.A.F. into art that never exists as an original but rather as a continuum of copies and hybrids. Moving through networks of collaboration, A.V.A.F. works in this show with Matthew Brannon, Joseph Ari Aloï aka JK5, Gerard Maynard, Slava Mogutin, Michael Wetzell, *Los Super Elegantes*, action daddy and honeygunlabs. A.V.A.F.'s totalizing spirit fully transforms 76 Grand in this instantiation of the ongoing project- a vibrant, seductive kaleidoscope of contemporary experience.

**GALLERY HOURS 12-6, TUESDAY – SATURDAY
FOR ADDITIONAL INFORMATION CONTACT
JULIA CHIANG AT 212-343-7300**