

**FOR  
IMMEDIATE  
RELEASE**



***IMITATION OF CHRIST***  
**A Retrospective**  
**September 17, 2002**

The Museum of Modern Art, Tirana, Albania, and Deitch Projects are pleased to present a retrospective exhibition celebrating Imitation of Christ. The exhibition documents the work of Imitation of Christ from its inception in 2000 and features live sculpture, video documentation of past projects, and an installation of major works on loan from private collections.

The Imitation of Christ creative collective are social engineers, a collaboration that encompasses fashion design, art and film. Imitation of Christ is directed by art school dropout Tara Subkoff, who fell into film and now works in the space between art and fashion.

Imitation of Christ transforms undesirables into desirables again.

In May 2000, Imitation of Christ staged their first show in a metro station in Los Angeles.

In September 2000, Imitation of Christ staged their first New York show. Shocking the fashion industry, the show was presented in an East Village funeral parlor seating only 60 people.

**CONTINUED ON REVERSE**

In February 2001, Tara Subkoff and the Imitation of Christ creative collective integrated their political perspective into their fashion week presentation. They produced a film starring Reese Witherspoon, Jason Schwartzman, Elodie Bochez, Selma Blair, and Lisa Marie illustrating the indulgence of our modern society juxtaposed with the exploitation of sweatshops and child labor. The project raised funds for Sweat Shop Watch and Free the Children.

In June 2001, Imitation of Christ created a human hamster wheel for the Carlton Art Festival in Sao Paulo, Brazil.

In September 2001, Imitation of Christ created a role reversal. In a ground floor space in Chelsea Market, the models were seated with pen and paper in hand, waiting to critique the guests who were escorted down the runway by the MC of the evening, Tracy Ullman. This time the spotlight was on the press.

In February 2002, the Imitation of Christ collective continued to push the traditional barriers in fashion by staging a mock auction at the venerable Sotheby's auction house. The models were presented immobile on a rotating platform as the Sotheby's auctioneer called out the bids.

In July 2002 in Paris, Imitation of Christ crashed the Christian Dior couture show. Three ambulances filled with models wearing Imitation of Christ designs sped through three security checkpoints. At the entrance to the show, the models jumped onto the roofs of the ambulances and unfurled an Imitation of Christ banner. The fashion press recorded the models being hauled off by Dior security.

The Imitation of Christ collection, all one of a kind creations, is available at Barney's and Kirna Zabete, New York; Pearl, Santa Monica; Andrea Balinski, Sao Paulo; Colette, Paris; Bus Stop, Tokyo; and Joyce and IT, Hong Kong.

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