

**FOR
IMMEDIATE
RELEASE**



***alife AT DEITCH
PROJECTS***

**DECEMBER 14 -FEBRUARY 15, 2003
OPENING SATURDAY DEC. 14TH , 6-9PM**

Deitch Projects is pleased to present a joint project with alife, an installation featuring products by 60 artists. The project will take place at Deitch Projects' 76 Grand Street storefront which is being reconfigured with floor to ceiling vitrines to display the works.

alife, the downtown Manhattan creative collective that, since 1999, has been instrumental in promoting young artists—merging their own work and influences to the commercial environments of retail, manufacture and corporate America. alife owns and operates the alife shop at 178 Orchard Street, The Alife Rivington Club at 158 Rivington Street and the ALIFECREATIVE agency, a full service creative studio.

Deitch Projects represents the estate of Keith Haring whose Pop Shop is an inspiration for the alife store and this generation of artists. Keith Haring's *Pop Figuration* will open in the main gallery on January 8 and will run concurrently with the Deitch alife joint project through February 15.

The generation of artists participating in the Deitch Projects alife project are committed to creating art in the form of products that can be distributed widely and sold inexpensively. As Ryan McGinness has proclaimed "Products are the new art."

CONTINUED ON REVERSE

A list of the 60 participating artists follows:

Alleged/Aaron Rose	Mark Gonzales
Andrew Kuo	matt mccormick
Arkitip/SCOTT ANDREW SNYDER	Michael Lau
Banksy/Stephen Earl	Mike - Mint
Beat13/Lucy	Monsterism/Rob Manley
Bounty Hunter/Taka	Neverstop/Caterina deCarlo
Brendan Fowler	Nov
Champion Graphics/Geoff	PERKS AND MINI
McFetridge	Relax
Clayton Patterson	Ricky Powell
Craig Costello	Rob Jest
Dan Murphy	Rookie
David Ellis	Rostarr
Deanne Cheuk	Ryan McGinness
Derrick Hodgson/MDRL	Sasu
Doze	Shepard Fairy
Dynamo/keith and alisa dynamo	Space Invader
Ed Templeton	SSUR
Eric Haze	Stash
Faile/Patrick McNeil	Steve Powers
Galaxia	Suckadeli/ Morgan Phillips
greybull press	Surface 2 Air
HUGA/Green Lady	Todd James/Reas
JD	Tokion
Jen Larkin/Props	Tommy Guerrero
Joseph Ari Aloï	Toy Group 360
Kami	Travis Millard
Kaws	Twist
Keegan McHargue	WK
Kostas Seremetis	Young Kim
Maharishi	

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