

**FOR
IMMEDIATE
RELEASE**

76 GRAND STREET NEW YORK NY 10013



**ESPO BAKERY
THE ARMORY SHOW
PIER 90, BOOTH 220
MARCH 10 – MARCH 14, 2005**

Deitch Projects invites you to visit ESPO bakery, a special project with Steve Powers (ESPO) at the Armory show. The artist has created an art installation in the form of a bakery that will sell ESPO designed cookies and cakes. The baked goods can be collected as art multiples or enjoyed on the spot. The project is in the tradition of Deitch Projects's special installations at the Armory fair.

Steve Powers has been painting graffiti that looks like advertising since the early 90's, building the ESPO brand into a durable commodity. He attended the University of the Arts for two years, and with the fall tuition for what would have been his junior year, started *On The Go Magazine*. OTG proved to be an influential and successful magazine, growing to 18 issues with a circulation of 50,000 copies distributed internationally. Powers was able to parlay his reputation as a journalist into *The Art Of Getting Over*, a book that was published by St. Martin's Press in 1999.

In his 2004 solo exhibition, *My List of Demands*, the artist created paintings based on the visual

marginalia of the world; T-shirt graphics, cartoons, religious tracts, advertising illustration, and graffiti. Powers uses these base elements of visual communication to depict the issues at the core of the human experience; love, hate, desire, insecurity, jealousy, frustration and revelation. Powers likens what he does to emotional cave painting, visually summing up humanity and relaying the summation in easy-to-grasp, easy-to-recall pictures.

Powers has been included in several group exhibitions at Deitch Projects including *Street Market* in 2000, a show in which he joined forces with Todd James and Barry McGee to recreate their version of an urban street inside Deitch Projects's 18 Wooster Street Gallery. James and Powers spent several months scouring the streets for discarded signs and storefronts, reassembling the debris into a startling fusion of urban reality and urban fantasy. His work was also included in the group exhibition *Session the Bowl*, in 2001. Stephen Powers is a West Philadelphia native who has lived and worked in Manhattan for the past ten years.

**FOR ADDITIONAL INFORMATION CONTACT JASMINE LEVETT AT
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