



FOR IMMEDIATE RELEASE

Kate Hardy
AMERICAN IDOLATRY

A site specific installation

June 8 - July 8, 2007

Opening Reception: Friday, June 8, 7 - 9pm

Artist & Curator Talk, 8pm

A curatorial project organized by: Anne Surak

Assisted by Margaret Boozer and Claire Huschle



A site-specific installation by Kate Hardy that examines the ever-increasing existence of art as a commodity and explores the abstract value attributed to consumer goods in a capitalist society.



'American Idolatry' is a conceptual artwork that aims to be accessible in its content, visual appeal, pricing, and the collaborative action of exchange. I am presenting the audience with objects that appeal to me. Familiar objects: toys, knick-knacks, souvenirs, etc. They are objects that I have collected from thrift stores, found on the streets of DC or have been given to me by friends. They are a set of unique collectibles. They are not things that I necessarily need but they are things that I want to have. The artist, the consumer and the collector in me would like to have them. Their value system is based on my own personal relationships with and associations to them. They have been ranked and priced according to my preference, and I am presenting them in a gallery setting where by purchasing an object, you will be participating in the completion of the piece.

— Kate Hardy

...Hardy's installation is a conceptual piece that discusses the commodification of artworks as well as subverting the typical protocol of the art market. Projects like this do not attempt to bypass the valorization and commodification of the work, but instead embrace it. It is this embrace that completes the work of art. The artistic act is the interactive process of shopping.

— Anne Surak

This exhibit was made possible by a generous grant from the Warhol Foundation to support the DCAC Curatorial Initiative which helps develop and mentor emerging curators in Washington DC.

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Gallery hours: Wed.-Sun. 2 p.m.- 7 p.m.