

IMMEDIATE RELEASE



THE DECONSUMPTIONISTS

**Presenting: Jay Critchley's THE iZONE
featuring BabySkinGlove collective**

A project of EIDIA House / Plato's Cave
November 30 to December 22, 2012

Opening & performances, Friday Nov. 30, 7-9pm & Saturday Dec 1, 2-4pm

Hours 1-6pm, Wed. – Sat. by appointment, eidiahouse@earthlink.net 646 226 6478, <http://www.eidia.com/>

THE DECONSUMPTIONISTS, 23 Montieth St. Brooklyn, NY 11206 (near corner Bushwick & Flushing Ave)

Map to THE DECONSUMPTIONISTS

<http://maps.google.com/maps?oe=utf-8&rls=org.mozilla:en-US:official&client=firefox-a&q=23+Montieth+St.,+Brooklyn+NY+11206&um=1&ie=UTF-8&hq=&hnear=0x89c25c077fe9bc2d:0xdf975a7159b2f416,23+Montieth+St.,+Brooklyn,+NY+11206&gl=us&a=X&ei=AhKYUPPEO4q70QH0h4GoAQ&ved=0CB8Q8gEwAA>



A weathered, transformed Cape Cod outhouse installed in a 48-foot tractor-trailer will inaugurate a new space in the Bushwick neighborhood of Brooklyn—THE DECONSUMPTIONISTS Art As Archive—wherein Jay Critchley, with BabySkinGlove, will be the debut exhibitor and performance collective. This continues EIDIA House’s exhibition initiative that evolved from the PLATO’S CAVE (underground) series to this mobile, aboveground archive and exhibition space.

“The iZONE: Archival Interlude” is located at 23 Montieth Street, Brooklyn and opens Friday, November 30, with performances from 7-9pm, and Saturday, December 1 from 2-4pm. The show runs through December 22 with hours 1-6pm Wednesday—Saturday, by appointment.

Continuing his work envisioning the future of the planet and our state of impermanence, Jay Critchley’s installation, THE iZONE: Archival Interlude features an historic outhouse that invites the audience to step away from the ravages of this world, where past traumas and an uncertain future remain a constant struggle, and provides a platform for one to simply relax in the present. With the help of the collective BabySkinGlove, Critchley’s THE iZONE: Archival Interlude will transform this parked shipping trailer space, created by artists Melissa P. Wolf and Paul Lamarre, (aka EIDIA) into an enlightened facility for discharging, cleansing our distressed bodies and spirits of sensory and digital overload, thus creating a clean slate.

Each visitor will participate in a series of healing stations ending in the meditative, low-tech comfort of THE iZONE. The shipping container’s ambience will emulate an exclusive spa complete with blue track lights and plastic curtains. Visitors are fully protected from human judgment during their stay. With skilled and efficient guidance, treatment during the Archival Interlude will give each participant the opportunity to experience life in a post-archival, post-traumatic state.

Jay is a Provincetown artist and activist whose visual, conceptual, and performance works have traversed the globe, showing and/or performing in Argentina, Japan, England, Holland, Germany and Columbia. His 2011 show at Freight + Volume, Chelsea, NY was featured in the New York Times, The New Yorker and the Village Voice.

He founded Theater in the Ground in his backyard septic tank in Provincetown, and the patriotic Old Glory Condom Corporation, which won a controversial US Trademark. Jay's movie, Toilet Treatments, won an HBO Award at the Provincetown Film Festival. He has created collaborative projects for three pre-demo buildings. He has taught at the Museum School at MFA Boston, and has had residencies at: Harvard University, AS220 in Rhode Island, Williams College, Real Art Ways in Hartford, and Milepost 5 in Portland, Oregon. Jay has artist residencies in Spain and France in 2013. www.jaycritchley.com

Bailey Nolan is an energy artist based in Ridgewood, New York with roots in the Pennsylvania countryside. She is the creator and director of New York's definitive performance collective, BabySkinGlove. Her focuses include love, gender, space and sex. A graduate of New School University, her work has been shown at Greene Naftali Gallery, CultureFix Gallery, Chashama, The Art Institute of Chicago, The Roger Smith Hotel, Kleinfelds, et al.; among others she has collaborated with Ryan Trecartin & Lizzie Fitch, Vanessa Beecroft, Gelitin, James Franco, and Andrew W K. She recently founded a cult. <http://www.babyskinglove.com/>

THE DECONSUMPTIONISTS, Art As Archive

With its June 2012 launch in Bushwick Brooklyn, the latest project from EIDIA House is: THE DECONSUMPTIONISTS, Art As Archive, (2006-present). A 48-foot tractor-trailer containing 171 boxes of art production, spanning three decades (each box being documented by digital color photographs)—EIDIA deems the trailer a recycled exhibition and events habitat, as part of the growing international “hybridized” arts spaces movement. Fellow artists are invited to exhibit/perform within the trailer. Jay Critchley along with BabySkinGlove collective are the premier exhibitors. THE DECONSUMPTIONISTS, Art As Archive is a reevaluation of capitalism and consumption in these increasingly tenuous times. Unconstrained as a museum or gallery building, the trailer is licensed, ‘cargo worthy’—to exhibit anywhere. <http://www.eidia.com/>

EIDIA, the collaborative artist team of Lamarre and Wolf posit a modality of: reassembling, repositioning, and reshaping previously created artworks to provoke a differing conversation about production and consumption. What is our responsibility as cultural producers? Are artists a part of the problem or the solution? EIDIA presents the struggles and contradictions of the production of art in a capitalist economic model, which acts to constrain the progressive—the “socially radical” potential of the resulting work. Using the physicality of a tractor-trailer, along with tours of the interior utilizing photography, text, and video projections—THE DECONSUMPTIONISTS offers a compelling focal point for aesthetic research. EIDIA has exhibited nationally, internationally and are in numerous collections.

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