

A Hummer or a Horse Carriage? 21c Museum Unveils *CEO Stagecoach* by Artist Jeremy Dean



Louisville, KY, September 24, 2010 – Is it a Hummer or a horse carriage? The answer is both. *CEO Stagecoach* by artist Jeremy Dean will make its first debut outside of New York on September 29, 2010 at 21c Museum to coincide with the kick-off of IdeaFestival (www.ideafestival.com). The piece is part of a series by Dean entitled *Back to the Futurama*, which explores the history of the automobile, the car industry and the ability of the individual to create in order to meet needs. *CEO Stagecoach* and 16 small-scale models of Dean's planned projects will be part of a solo exhibition titled *Back to Futurama: Jeremy Dean* on view in Gallery 4 from September 13 to October 18, 2010.

CEO Stagecoach will be hitched to horses outside of 21c Museum Hotel from September 29 until October 2. The piece was a gas guzzling 8 mile-per-gallon HUMMER H2, a symbol of extravagance, converted into a working horse drawn carriage with silver chrome, working LED lights and a booming audio and video system. Dean's intent is to simultaneously juxtapose the history of industrial design with the culture of excess, financial collapse, sustainability and the future, using leather, steel and chrome. *CEO Stagecoach* will be exhibited alongside a historic horse carriage, which Dean references in his sculptures. At the 1939 World's Fair, an exhibition titled "The Futurama," paved the

way for the gas guzzlers of the future by outlining a vision of the future that would be made possible by the automobile. Dean's work titled *Back to Futurama* suggests that if we continue our current trends we will need to look to historic modes of transport.

"There comes a point in art and life when you have to take a risk and put it all on the line for what you believe in, so my wife and I took our life savings combined with the contributions of a few brave friends, bought a Hummer H2 and destroyed it the same day, for the sake of art," said artist Jeremy Dean.

21c Museum Director William Morrow notes, "We are thrilled to give Jeremy Dean his first museum exhibition. It is young artists like Dean that inspire us to take risks and question the world we live in. We are particularly excited to debut Dean's work to coincide with the IdeaFestival. This event attracts diverse thinkers from around the globe to celebrate innovation and cutting edge ideas."

About the artist: Jeremy Dean has built a reputation for exploring the American dream and human progress through art. Deconstructing and re-contextualizing iconic symbols of power and wealth, his work addresses social, political, economic and cultural issues. Dean received his BFA from Flagler College and attended an intensive film program before embarking on the six year journey of creating the truly independent feature film *Dare Not Walk Alone* which received numerous awards and a theatrical release. He was inducted into the Writers Guild of America 2008 and was recently given a special film screening at BAM. He has been exhibited nationally in galleries, museums, and art fairs.

About the museum: 21c Museum is North America's first museum dedicated solely to collecting and exhibiting art of the 21st century. The 9,000-square-foot Museum is part of the 21c Museum Hotel, located in downtown Louisville's art and theater district. 21c was opened in 2006, and was founded by Laura Lee Brown and Steve Wilson, philanthropists and arts patrons who are committed to bringing works of art to the public through innovative exhibitions and programs that integrate contemporary art into daily life. The exhibitions and installations of 21c Museum weave into the fabric of the hotel and the surrounding streetscape, with works of art filtering into both public space and unexpected places. There is no hierarchical demarcation between the areas of the Museum and the other public spaces of 21c. Works of art appear in elevators, public restrooms, sunken courtyards, hallways, guest rooms, the walls and corners of the Proof on Main restaurant and bar, and on the floor, windowpanes, roof, and the city sidewalk. The 21c Museum is open free of charge 24 hours a day, seven days a week.

For additional information:

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