

GUCCIVUITTON

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PRESS RELEASE

ART404

IRL (In Real Life)

April 20th - May 25th, 2013

Opening: Saturday, April 20th 6:00 -8:00 P.M.

Guccivuitton is pleased to announce our inaugural exhibition, ***IRL (In Real Life)*** by the art and design collaborative **ART404**.

Working within a Post-Internet¹ framework; **ART404** examines the field of art through a deep understanding of black market economies and hacker culture. ART404's work seamlessly combines and exploits 'Corporate America's' understanding of branding and marketing within their own branding techniques as both artists and designers. Included in the show will be a collection of shirts from their fashion label *Maybe Legal Apparel*. The shirts are designed using branding strategies from identities such as Paul Frank, 3M, Nike, Disney, Pepsi and Pollo Tropical. The multiplicity of references forces a familiarity that fails at pointing you in any one direction.

Their practice; which functions more like an open source community, employs anything and anyone to participate in their constant identity makeover. In another work; *Anonymous Vs. Gagosian*, ART404 collaborated with a member of the hacker group Anonymous² in order to temporarily take down³, gagosian.com, tate.org.uk, davidzwirner.com and other major art websites.

ART404 will restaging this work in the gallery on a single computer for the entirety of the exhibition.

For questions or additional information, please contact the gallery at office@guccivuitton.net

ART404 is a new media collective co-founded in 2011 by Moises Sanabria (b. 1990) and Manuel Palou (b. 1991). They have recently shown work at Transmediale 2k+12 in Berlin, Arts Electronica in Austria, Conflux Festival in NYC, and IMOCA in Indianapolis, among others. ART404's work has been featured on Rhizome, WIRED, Slashdot and Gizmodo.

IRL (In Real Life) will be their first solo exhibition at Guccivuitton

¹Artie Vierkant, The Image Object Post-Internet

source: http://jstchillin.org/artie/pdf/The_Image_Object_Post-Internet_us.pdf

² [http://en.wikipedia.org/wiki/Anonymous_\(group\)](http://en.wikipedia.org/wiki/Anonymous_(group))

³ By employing what is known as a Denial-of-Service Attack

source: http://en.wikipedia.org/wiki/Denial-of-service_attack