

P.A.D.

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FOR IMMEDIATE RELEASE:

Going Out of Business
Kevin Dudley

In 2015, a man named Rick Silanskas, originally from Florida, presented plans for a giant theme park to be built in the Fort Worth region of Texas, with the main attraction being a huge, man-made mountain. This was going to be the 'Disney World' of his own Walt Disney Company, which he called DreamVision. Why take on such an ambitious and expensive project? Silanskas thought family entertainment was too laden with "innuendos" and "double-entendres", and so strived to make "Christian-inspired" media that would truly be appropriate for younger audiences. The whole endeavor went bust years later when the money man supposedly funding this project went to jail for fraud, letting DreamVision whimper away without a public declaration of failure.

Going Out of Business is a public declaration of failure—something we encourage and celebrate in the arts and, especially, at P.A.D. Our model for direct, public engagement is, according to Dudley, the "perfect format for desperation commerce," and desperation is embodied in this work. Offered are the selection of gift shop "gifts": a series of shrink-wrapped heart-shaped works made with printed polyester fleece, 't-shirt concepts', panels with adhered photos of a prospective DreamVision customer, t-shirts advertising the proposed DreamVision opening date of 2020, and 'coffee cup prototypes'—mugs made from foamcore, plaster wrap, and joint compound covered in printer paper.

Stripping the anchor away from the merch, Dudley's work reaches towards its landing pad, not its launch pad. The work speaks to where it hopes to land and not where it actually is. It's a style that will likely be encountered all summer. And being "dead," as far as a company goes, presents the possibility of a strange, zombified afterlife, perhaps suggesting American commerce. Despite DreamVision's sad ending on June 1st it is destined to somehow continue onwards past its landing mark and into the stars—where visions and dreams are made.

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P.A.D. is an art exhibition space in historic SoHo (South of Houston) Arts District in New York City. It reflects the bustling economy of artists making, selling and promoting their artworks on the street year-round, weather permitting. The aim of the space is to platform small and editioned works by artists that are interested in embracing new contexts for exhibiting.