

For immediate release:

fordPROJECT Announces

Joe Andoe: Hall of Fame

Peter Dayton: rocknrollshrink

March 6 through April 5, 2012

Opening Reception: March 6, 6:30 – 8:30 pm

NEW YORK, February 15, 2012– fordPROJECT is pleased to present two concurrent exhibitions: ***Hall of Fame*** by Joe Andoe and ***rocknrollshrink*** by Peter Dayton on view from March 6 through April 5, 2012. There will be an opening reception on March 6, from 6:30 – 8:30pm.

The **19th floor** of fordPROJECT's penthouse space will feature *Hall of Fame*, new paintings by Joe Andoe. These new works, done in a monochromatic palette are created with Andoe's distinct style of applying oil paint, and wiping it away. This unique process shapes shadow and light by blurring the contours of the artist's subjects, which reflects his fascination with iconic American imagery. Identifying with the animal as a symbol, Andoe takes a personal approach to his practice: "Being from Tulsa I have always felt like an outsider here. Everyone in New York was different from me and horses became shorthand for that." Situated in dramatically stark settings, Andoe's subjects are portrayed with mystery and austerity.



Joe Andoe, *HF 1*, 2012, oil on canvas. Image courtesy of the artist.

In the **Upstairs Project Space**, Peter Dayton presents *rocknrollshrink*, an exploration of an individual's memories as they relate to the democratic institution of Rock 'n' Roll. This is an ongoing participatory performance wherein Dayton assumes the role of a psychiatrist and explores his patients' lives and past experiences through the context of their relationship with music. Previous sessions of *rocknrollshrink* show that Rock 'n' Roll spans the human experience with testimonials such as: "*Rock and roll destroyed my life,*" John, 43 years old and "*My Uncle gave me Blonde on Blonde when I was eight...so there ya go,*" Katrina, age unknown. The artist will record these conversations creating an archive to be used for future projects. Dayton's performances are enhanced by a selection of new mixed media paintings that depict 45 RPM Singles with layers of Xerox collage, acrylic and resin. Performances will occur spontaneously throughout the opening reception and scheduled through the gallery during the length of the exhibition.

To schedule a *rocknrollshrink* appointment please contact: info@fordproject.com

About Joe Andoe

Joe Andoe was born in 1955 in Tulsa, OK. His works have been exhibited internationally and are in numerous museum collections including the Dallas Museum of Art, Denver Art Museum, The Detroit Institute of Art, Los Angeles County Museum of Art, The Metropolitan Museum of Art, Museum of Fine Arts Boston, The Museum of Modern Art, and The Whitney Museum of American Art. Andoe lives and works in New York City.

About Peter Dayton

Peter Dayton was born in 1955 in New York City. His works have been exhibited internationally and are included in numerous collections such as the Museum of Fine Arts Houston, The Guild Hall Museum, and The Parrish Art Museum. At a young age Dayton became fascinated by Rock 'n' Roll, and his activities were critical in forming the seminal punk rock band La Peste. The only record released by La Peste was included in the late John Peel's record collection. Peter Dayton continues to paint and play music in East Hampton, NY.



Peter Dayton, *Laurie*, 2012, acrylic and paper on canvas. Image courtesy of the artist.

About fordPROJECT

fordPROJECT launched in January 2011 as a gallery space designed for site-specific installations, exhibitions, artist commissions, art collectives, curatorial programs, collaborative initiatives, special art-driven events and more. fordPROJECT's approach engages the global art community in exploring cutting edge practices while working with leaders and emerging voices in the field. fordPROJECT strives to provide platforms for educational programming, lecture series and new artistic collaborations, capturing a contemporary window into the ever-expanding global art community.

For more information about fordPROJECT please visit www.fordproject.com.

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To **RSVP** for the opening reception please contact Cassandra Tighe, fordPROJECT, at Cassandra@fordproject.com or by phone at +1 (212) 219 6545.