

MEDIA ALERT

12 December 2011

Contact: Erin Cluley
Exhibitions and Public Relations Manager
+214 821 2522
erin.cluley@dallascontemporary.org

Austin-based Lifestyle Brand *MadGods* Will Host Pop Up Shop During Opening Celebration

WHO: MadGods is an Austin, Texas based lifestyle brand that focuses on curating the works of multiple artists into unique collections of screen printed apparel, posters and other products. The brand acts as an umbrella for purposes of marketing and production allowing each artist to focus on pure design and expression.

Statement about their philosophy:

These veins of originality are no longer with us in the form of authentic style and rebellion that existed in the formative years of youth culture, music, skateboarding and the independent artist. Most only recognize the patterns left in the wake of original influence.

MadGods has always taken a fondness to the interpretation of our own subcultures by foreign voyeurs, more specifically, the methodical breakdown of western music and skateboarding imaginary and styles by Japanese Otaku cool hunters at the turn of the century. Using this fondness as a filter of sorts, MadGods touch on realms of thought that we once believed were slowly becoming extinct with a new generation of youth that don't remember a world before the Internet. Using a familiar aesthetic, MadGods perfect the art of dressing sheep in wolf's clothing.

WHEN: 17 December 2011 from 9pm - Midnight
(during Opening Celebration of 3 new exhibitions)

WHERE: Dallas Contemporary, 161 Glass Street, Dallas Texas 75207 United States of America

ABOUT: Dallas Contemporary is a non-collecting art museum presenting new and challenging ideas from regional, national and international artists. The institution is committed to engaging the public through exhibitions, lectures, educational programs and events.

Dallas Contemporary is open to the public: Tuesday - Saturday, 11.00 - 18.00 (11 am to 6 pm); Sunday, 12.00 - 17.00 (12.00 to 5.00 pm); and 1st Thursdays until 20.00 (8.00 pm).
For information, please call + 214 821 2522 or visit dallascontemporary.org.

Images available upon request. Please contact Erin Cluley at erin.cluley@dallascontemporary.org.

###