

IMMEDIATE RELEASE

Platos's Cave at EIDIA House
14 Dunham Place
Brooklyn, NY 11249
½ block East of Kent Ave between Broadway & South 6th Street
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PLATO'S CAVE

EIDIA House presents



Alex Melamid

'Smoke 'em Out' FIRST NATIONAL GRAND BIENNIAL COOKOUT FAIR

July 6 — July 27, 2013

July 6 opening reception and performance 6-8pm

EIDIA House announces its continuing exhibition initiative, PLATO'S CAVE, with the 16th artist in the series, **Alex Melamid** *'Smoke 'em Out' FIRST NATIONAL GRAND BIENNIAL COOKOUT FAIR* in situ installation and performance:

Specters are haunting our Art World – the specters of Communism, Freudianism, Modernism, and the much lesser ghosts of serial music, abstraction, Pop Art and the like. A few have given up the ghost, some of them have lost their power to attract and repel, but some still hold the imagination of the lazy minds. Under our own watch we have seen the disintegration of the specter of Communism, the

dissipation of Freudian lunacy for example, but the visual arts has turned out to be the most resistant to change. And no wonder—it took 30 years and the World War for the art practitioners to accept Impressionism.

Let's get into a holy alliance to exorcise the specter of toadying "modernity" of today.

So, if you cannot bury the ghosts lets 'smoke them out'!

Using an authentic outdoor grill, on July 6, 2013 we will smoke the visages of the following individuals: Karl Marx, Sigmund Freud, Jackson Pollock, Picasso, and Andy Warhol. You'll be able to take these "foods for thought" with you for a mere \$1.50. A "food for guts" (guts play such an important role in art production), will also be available in the form of smoked meats for just \$3.50. You can also bring a portrait (4"x6" to 8"x14") of your favorite personality that should be exorcised forever and ever, and or a piece of real meat, vegetable, fish etc...for smoking and immediate consumption. Goodbye, ghosts!

Alex Melamid is an artist, www.melamid.com represented by (Art)Amalgamated artamalgamated.com/

For PLATO'S CAVE, EIDIA House founders Paul Lamarre and Melissa P. Wolf (aka EIDIA) curate invited fellow artists who create installations along with accompanying editions for the underground space; PLATO'S CAVE. EIDIA House Studio boldly states that it does not function as an art gallery, but collaborates with the artist to create provocation in art forms, keeping within an ongoing discipline of aesthetic research.

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Directions: EIDIA House Plato's Cave 14 Dunham Place, Williamsburg Brooklyn, NY 11249

14 Dunham Place , 1 block long is located at the base of the Williamsburg Bridge, 1/2 block off Kent Ave between Broadway and South 6th Street. (4 blocks west from Peter Luger restaurant on Broadway.) Trains: the L train, first stop from Manhattan in Brooklyn at Bedford stop, walk (about 15 minutes) toward Williamsburg Bridge.

The J & M trains: first stop from Manhattan over Williamsburg Bridge, Marcy stop, walk west down Broadway toward the East River.

Bus: B62 drops you at Driggs Ave & Broadway walk to river & Q59 drops you at Wythe Ave and Williamsburg Bridge, See: www.mta.info/nyct/maps/busbkln.pdf

Plato's Cave Wednesday - Saturday 1-6pm or by appointment.

Contact Paul Lamarre or Melissa Wolf, 646 945 3830, email to eidiahouse@earthlink.net