



www.twoup.org
info@twoup.org

For immediate release: May 28, 2010

2-UP edition by Ben Dowell and Mores McWreath

Launch party: Saturday, June 5th, 8:00PM
440 Broadway #1R, Brooklyn, NY, featuring
performances by Crippler, Jason Martin, Wild
Yaks, DJ Anderson 360, and special guests.



2-UP is pleased to announce its newest edition, a collaborative poster created by artists Ben Dowell and Mores McWreath. This is the fourth in a series of collaborative poster editions to be produced by 2-UP in the coming year. The poster will be launched at a special musical event on Saturday, June 5th at 440 Broadway #1R, Brooklyn, NY. The show features live performances by Crippler, Jason Martin, Wild Yaks, DJ Anderson 360, and special guests. Bands begin at 8PM.

2-UP's latest poster explores promotional advertising, one of the form's most natural roles. It takes Crippler (a musical collaboration between Dowell and Tania Cross) as its subject. McWreath's airbrushed illustration--commission brief: make Crippler look as badass as possible--pays aesthetic homage to Drew Struzan, poster designer for such classic fantasy action films as Star Wars, Big Trouble in Little China, and Indiana Jones. Without anchoring text, the image borrows a recognizable visual form from entertainment advertising without identifying and making positive any consumable product. Conversely, Dowell stencils a single word, a logo without qualification: Crippler. Description seems superfluous in light of rock braggadocio. Our band will kill your band.

Comprised of 16 artists and writers, each month 2-UP pairs two of its members together to produce a double-sided poster, packaged in twos. The content of each poster is entirely a product of the participants 'up' each month. The complete series of 2-UP editions is available for a modest subscription fee; individual editions are available for a suggested donation of \$2. Production of each poster is funded by monthly contributions from each member, with all proceeds from the sale of posters re-invested into the project. 2-UP aims to produce low-cost multiples in large editions, guided by the idea that the value of art can exist independently of money and irrespective of rarity.

www.twoup.org serves as a record of the project that includes images of each month's poster and documentation of the collaborative process.

The fifth installment of 2-UP will feature Craig Kalpakjian and Glen Fogel, and will be available in September 2010.

Initiated by Adam Shecter and Joe Winter, 2-UP is Nathan Lee + Monika Zarzeczna, Davina Semo + Colleen Asper, Cathy Park Hong + Zerek Kempf, Ben Dowell + Mores Mcwreath, Glen Fogel + Craig Kalpakjian, Joe Winter + Christian Hawkey, Cate Marvin + Benjamin Kress, Adam Shecter + Matthea Harvey.

For additional information, please email info@twoup.org.