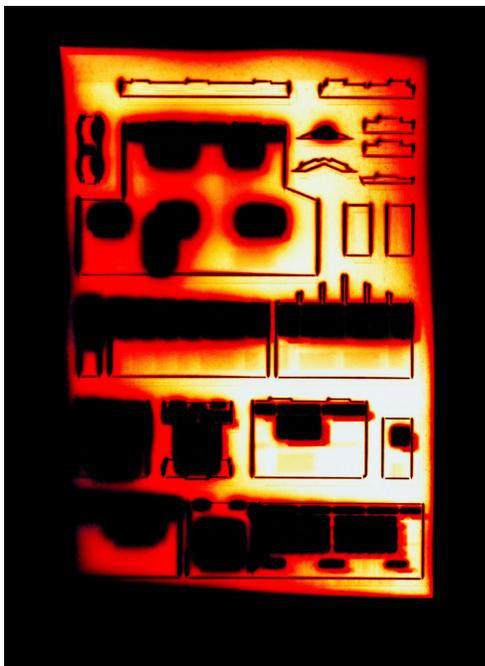




FOR IMMEDIATE RELEASE

NEW PUBLIC ART BILLBOARD INSTALLATION

Infertile American Dream by artist Kei Ito



February 26th, 2018 NEW YORK, NY— 14x48 is pleased to announce a new billboard installation, *Infertile American Dream*, by US-based artist Kei Ito posted on the corner of Conselyea St and Bushwick Ave in the Williamsburg neighborhood of Brooklyn. NY.

The billboard features a C-print of an unassembled home, created by Ito by exposing light-sensitive paper to sunlight. As the grandchild of a victim of the atomic bombing of Hiroshima, Ito is particularly attuned to the risks nuclear weapons pose to the ideas of home and the promises of the American Dream. These fears are further exacerbated by growing political instability and cultural divides. The home in Ito's print is not disassembled; it is unassembled. This potentiality speaks to a possible inflection point and our ability to still conceive of and build a better future.

To accompany the billboard, Liz Faust curated an online exhibition, [Atomic Traces](#), about the stages of nuclear power, weapons, and destruction. Using the physical

metaphor of a house to structure the show, the exhibition is divided into three sections, basement, ground floor and roof. Each section features a different aspect of man-made atomic traces, from nuclear waste, to atomic explosions, to radiation. Faust's atomic house juxtaposes the risks of nuclear weapons with everything that can be lost by its destructive force, namely home.

About the Artist

Kei Ito is a US-based photographer and installation artist who graduated from Maryland Institute College of Art ('16) with an MFA in Photography, following his BFA from Rochester Institute of Technology ('14). Ito received Manifest One Award (OH), Rubys Artist Project Grant (MD), Snider Prize (IL), and Awards for Innovations in Imaging (LA). His works are in the permanent collections of the Museum of Contemporary Photography in Chicago and Norton Museum of Art in Florida. Kei-ito.com

Liz Faust is an independent curator who graduated from Maryland Institute College of Art ('17) with an MFA in Curatorial Practice, following her BFA from Juniata College. Liz Faust's main curatorial focus is social-political art that has a meaningful impact on the community. An example of this can be seen in Faust's most recent project, the Gun Show, a traveling exhibition with Baltimore-based public artist, David Hess. Currently, Faust teaches Curatorial Studies at MICA. Lizfaust.com

About 14x48

14x48 repurposes vacant billboards as public art space for emerging artists, enlivening the vibrancy of our urban environment. www.14x48.org

Support

Support for 14x48's public art projects has been made possible by individuals and the NY Community Trust, Red Rock Outdoor, and others. 14x48 is a sponsored project of Fractured Atlas, a non-profit 501(c)(3) arts service organization.

Visiting the Installation

The billboard is located at Conselyea Street and Bushwick Avenue in Williamsburg, Brooklyn, accessible by the L, G and JMZ Lines.

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