



Press Release
Museum of Contemporary
Art Detroit

For Immediate Release:

March 21, 2017

Updated artist list included

**MOCAD Announces New Exhibition
On View May 19 through August 6, 2017, Titled *99 Cents or Less*
MOCAD Announces Major Group Exhibition of 99 Artists**



Detroit, MI – In May, 2017 MOCAD will open a major group exhibition of 99 artists making new artwork from items purchased at America’s ubiquitous 99 cent stores. MOCAD invited 99 artists all based in the United States to purchase items at 99 cent stores, each spending up to a total of \$99. The artists will use those materials to create new artworks that will be presented at the Museum of Contemporary Art Detroit (MOCAD).

“*99 Cents or Less* takes a look at art as commodity and the value of objects while also engaging with such subjects as consumerism, trade, retail, manufacturing and the enormous income inequalities in the United States. The discussion that arises is that of the role and function of arts institutions in times of economic hardship and political

turmoil.” says, Jens Hoffmann, Susanne Feld Hilberry Senior Curator at Large.

As of 2016, there are about forty-thousand dollar stores operating in the United States, together making about \$50 billion in annual revenue. The dollar store phenomenon has become such a large part of the country’s retail industry that the *New York Times* proclaimed we are living in the “age of the dollar-store economy.” While about 50 percent of the stores’ customers earn less than \$30,000 per year, roughly 20 percent make \$70,000 or more, pointing towards how conspicuous frugality has replaced the conspicuous consumption of the pre-2008 era.

99 Cents or Less is also a reflection on the realities of a city that once was one of the country’s wealthiest, and a global industrial powerhouse. By using materials from 99 cent stores, with often obscure and questionable manufacturing chains, *99 Cents or Less* aims to make connections between past, present, and future centers of production and points to a way that artists can address the manners in which mass production has changed and will continue to evolve. Within the globalized field of twenty-first century manufacturing the exhibition takes Marcel Duchamp’s idea of the readymade, a factory made consumer item that is manipulated via an intervention by the artist, into the hyper industrialized and commodified realities of today.

99 Cents or Less will present the work of:

Kelly Sumiko Akashi, Kathryn Andrews, Uri Aran, Julieta Aranda, Edgar Arceneaux, Corrie Baldauf, John Baldessari, Heidi Barlow, Michael Bell-Smith, Brian Belott, Frank Benson, Jennifer Bornstein, Andrea Bowers, Chris Bradley, Jon Brumit, Dora Budor, Nicholas Buffon, A.K. Burns, Jedediah Caesar, Juan Capistrán, James Collins, Matt Connors, Bjorn Copeland, Sarah Cwoner, Sara Cwynar, N. Dash, Nathaniel de Large, Michael DeLucia, Jim Drain, Josh Faught, Harrell Fletcher, Liam Gillick, Samara Golden, Piero Golia, Michelle Grabner, Nicolas Guágnini, Henry Gunderson, Mark Handforth, Lena Henke, Marie T. Hermann, Lynn Hershman Leeson, Ben Hall, Channing Hansen, Scott Hocking, Jonathan Horowitz, Alex Israel, Alfredo Jaar, Colter Jacobsen, Elizabeth Jaeger, Meredith James, Matt Johnson, Rashid Johnson, Jamian Juliano-Villani, Sarah Kabot, Shaina Kasztelan, Osman Khan, Thomas Kovachevich, Andrew Kuo, Agnieszka Kurant, Jason Lazarus, Pamela Lins, Matt Lipps, Mateo López, Bonnie Lucas, Shana Lutker, Medrie MacPhee, Jill Magid, Anthony Marcellini, Daniel Joseph Martinez, Josiah McElheny, Adam McEwen, Heather McGill, Jason Meadows, Josephine Meckseper, Sarah Meyohas, Jason Middlebrook, Carter Mull, Matt Mullican, Ruben Ochoa, Arthur Ou, Virginia Overton, Hamilton Poe, Walter Price, Rob Pruitt, Puppies Puppies, Jonathan Rajewski, Chadwick Rantanen, Sean Raspet, Hans Dieter Rieder, John Riepenhoff, Will Rogan, Matthew Ronay, Aura Rosenberg, Amanda Ross-Ho, Sterling Ruby, Michael Scoggins, Robert Sestok, Arlene Shechet, Amy Sillman, Casey Silverstein, Laurie Simmons, Michael E. Smith, Philip Smith, Agathe Snow, Valeska Soares, Haim Steinbach, Jessica Stockholder, Ricky Swallow, Cheyney Thompson, Clarissa Tossin, J Parker Valentine, Michael Wang, Garth Weiser, Eric Wesley, Jeff Williams, Viola Yeşiltaç, and Mario Ybarra Jr.

This exhibition will be accompanied by a publication produced in collaboration with KARMA and will feature a wide range of public programs.

99 Cents or Less is curated by Jens Hoffmann, Susanne Feld Hilberry Senior Curator at Large and organized by the Museum of Contemporary Art Detroit. Curatorial support is provided by Scott Campbell, Ford Foundation Curatorial Fellow at MOCAD. Exhibition Management is provided by Zeb Smith, Exhibitions Manager. Exhibition design by Jon Sueda of Stripe SF.

MUSEUM CONTACTS:

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To help support MOCAD exhibitions and to join the *99 Cents or Less* benefit club, please contact:
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MOCAD Support

MOCAD exhibitions and public programs are supported by the Taubman Foundation.

MOCAD Operations are supported by Masco Corporation Foundation, Erb Family Foundation, The Kresge Foundation, Bloomberg Philanthropies, the Michigan Council for Arts & Cultural Affairs, Quicken Loans, and the National Endowment for the Arts.

MOCAD's 2016-2021 Strategic Planning Initiative is funded in part by a generous grant from the Kresge Foundation.

Funding to support the Susanne Feld Hilberry Senior Curator at Large, Jens Hoffmann, is provided by the Susanne Feld Hilberry Endowment for the Arts.

Curatorial support is provided by Noreen Khalid Ahmad.

The Ford Curatorial Fellows at MOCAD are supported by the Ford Foundation.

MOCAD Capital support is provided by the Michigan Council for Art and Cultural Affairs.

The ESB/SKS Junior Docents and other educational programs are supported by the Edith S. Briskin/Shirley K. Schlafer Foundation.

MOCAD Youth Programs are graciously funded by the the John S. and James L. Knight Foundation, Neiman Marcus, the Applebaum Family Compass Fund, MGM Resorts Foundation, the Community Foundation for Southeast Michigan, the Michigan Council for Art and Cultural Affairs, and MGM Grand Detroit.

MOCAD would like to thank our Leadership Circle (Jennifer and David Fischer, Linda Dresner and Ed Levy, Marsha and Jeffrey Miro, Roz and Scott Jacobson, Danialle and Peter Karmanos, Sonia and Keith Pomeroy, Sandy Seligman and Gil Glassberg, and, Julie Reyes Taubman and Robert Taubman) for making these programs possible: Mike Kelley's *Mobile Homestead*, Lectures, Poetry, Performance Art, Exhibitions, Film, DEPE Space, Music, Family Day, Public Programming, Education, Literature, and Museum Operations.

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The Museum of Contemporary Art Detroit (MOCAD) is an innovative addition to Detroit's vibrant Midtown neighborhood, and functions as a hub for the exploration of emerging ideas in the contemporary arts. As a non-collecting institution, MOCAD is responsive to the cultural content of our time, fueling crucial dialogue, collaboration, and public engagement. The Museum is located between the Detroit Symphony Orchestra and the Detroit Institute of the Arts, Wayne State University, and the College for Creative Studies. The cavernous 22,000 square foot building, a former auto dealership, has been simply renovated to maintain its raw historic character. MOCAD's ambitious series of public programs includes lectures, musical performances, films, literary readings and educational activities for area youth. Mobile Homestead, by late artist Mike Kelley, is a permanent art work located on the grounds of the Museum. It is both a public sculpture and a private, personal construction – based on the artist's childhood home on Palmer Road in Westland. The ground floor serves as a community event space by and for a diverse public, as Kelley intended. MOCAD is generously supported by individual members, private and corporate foundations, and government agencies. More information can be found at mocadetroit.org.

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