

Press release October 18, 2013

“Deep Storage Project”, by Kristian von Hornsleth

Tuesday 23rd, 2012, 5-7 pm

White Box Art Space New York

Provocative European Artist to Draw New Yorkers' Blood

On the 23th October, White Box in New York and the artist Kristian von Hornsleth are offering guests the opportunity to donate their DNA to this Epic art project, Deep Storage Project.

On March 20th 2013, a 25ft. star shaped monolith will be lowered to the deepest point of the Pacific Ocean, in the Mariana Trench. Preserved inside this star, will be blood samples, hair and DNA from thousands of people, from all over the world. Above ground, identical monoliths will be placed on every continent, directing the way back to the Mariana Trench, and the seeds of 21st century DNA, stored in its bowls.

This project, known as The Deep Storage Project, is the brainchild of controversial London based artist Kristian Von Hornsleth, known for his manic branding/ advertising projects that question and challenge the suicidal decadence of modern culture.

“It's 2001 a space odyssey, in reverse. Instead of monoliths left to alert God to our technological enlightenment, we are leaving ourselves inside monoliths, to chronicle our technological self-destruction. It also gives a later generation or species, the opportunity to bring us back, If they're foolish enough”. Hornsleth 2012.

Free project certificates for first 50 participants will be signed and numbered by the artist. Come on over and give a drop of blood and a tiny strand of hair giving yourself a chance to become eternal."

Short video trailer: <http://www.deepstorageproject.com/Deep-Storage/INTRODUCTION/Trailer>

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