

PRESS Oct 18, 2012

The Flaming Lips invite provocative European Artist to draw Oklahomans' blood

On the 26th October, at the Oklahoma City Zoo, The Flaming Lips are inviting all the fans, on their way to the big Freak Night Concert, the opportunity to donate their DNA to an Epic art project, created by the outrageous European Artist, Kristian Von Hornsleth.

On March 20th 2013, a 25ft star shaped monolith will be lowered to the deepest point of the 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 art certificates for the first 100 participators will be signed and numbered by the artist. Come on over and give a blood drop and a few hairs, and give yourself a chance in the eternity.

Short trailer: www.deepstorageproject.com/Deep-Storage/INTRODUCTION/Trailer

About the artist

Kristian von Hornsleth, *1963, is known for creating art about branding and identity and his paintings with his name writing across the middle is in over 2000 Danish homes. His Africa-project, in which an African village changed all their names to Hornsleth and in exchange for livestock animals, made headlines all over the world. Hornsleth's weapon-stock-project focused on the cruelty and evil, which exist in every part of society. Furthermore Hornsleth is known for his many 'brandings' of consumer items on everything from Lamborghinis to porno films and in every sense the question of whether publicity is more important than the product itself.

Hornsleth's works, whatever medium, are countercultural in every sense of the term, at once toying with, exploiting and criticizing popular culture through their defiant attitude to social conformity. Driven by the symbolic representation of his own name, Hornsleth's work succeeds in engendering its own momentum whilst simultaneously questioning the nature of publicity and celebrity culture at large. Often described as a cross between Friedrich Nietzsche, Andy Warhol and Dr. House, one can always expect a certain playful or egotistical madness in Hornsleth's work, refreshing and invigorating in its capacity to shock.

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