

ELEPHANT ROOM, INC.

ART GALLERY

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FOR IMMEDIATE RELEASE

The Wear Recycle Poster Show

Artist: Nicky Watts Studios

Location: Elephant Room, Inc.

Chicago - *Wear Recycle* comes to Chicago in the form of thirteen 24"x 36" silk screen posters designed by Catherine Savello of Verge Marketing Group in Las Vegas. Each poster depicts graphic representations derived from the international production of *Wear Recycle*. The posters will be on display December 21st through February 6th, 2010, as well as smaller versions of the posters available for purchase. Nicky Watts is the lead artist behind the project, working as the sculptor, photographer, and producer.

The *Wear Recycle* Posters will feature four different designs with descriptions in several different languages. The project seeks to explore the interconnectedness of relationships in society through the process of casting an individual's body part, pairing that with a recycled paper sculpture, and photographing the participant in a fashion style photo shoot with the final sculpture. Watts creates a setting in which unfamiliar individuals are forced to interact in intimate situations in order to observe the interactions. These observations are documented through the resulting images and will be elaborated on in a complete book to be published at the completion of the project. Watts predicts that the development and breakdown of relationships will mirror the strength and fragility of the process in which the art work is exposed. Due to the medium Watts uses in her sculptures, *Wear Recycle* questions the possibilities that exist in the act of reusing and recycling materials.

Wear Recycle is for all international audiences interested in human interaction as well as our relationship to the materials at our disposal. Nicky Watts has brought *Wear Recycle* to Chicago because of its diverse cultural representation and her personal connections here as a graduate of the University of Illinois at Chicago. Watts is a multi-media artist who is dedicated to the international expansion and completion of this project. The exhibition at Elephant Room, Inc. is the first exhibition for the project and serves as a fundraiser for *Wear Recycle* as a whole. Over the next several years, the production of *Wear Recycle* will expand into countries such as Italy, Brazil, the Philippines, and India. Those upcoming exhibitions will feature large scale photographs printed on recycled paper and the sculptures from the project.

"Nicky Watts has been able to bring awareness to an international concern regarding waste, and translate this message through organic sculptures, beautiful photographs, and the documentation of human interaction through this process" says Kimberly L. Atwood, gallery curator.

Nicky Watts will give an artist talk and answer questions on Friday, January 29th at 3pm, further explaining the project and the multiple elements behind the processes. Catherine Savello, the graphic designer for *Wear Recycle* will also be speaking. Following the artist talk will be a reception from 6pm-10pm with wine and hors d'oeuvres. There will be a private dinner fundraiser with the artists the following evening at Tamarind at 614 S Wabash Avenue. Ticket proceeds will go towards *Wear Recycle* can be purchased for \$100 each at the Elephant Room, Inc.

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