

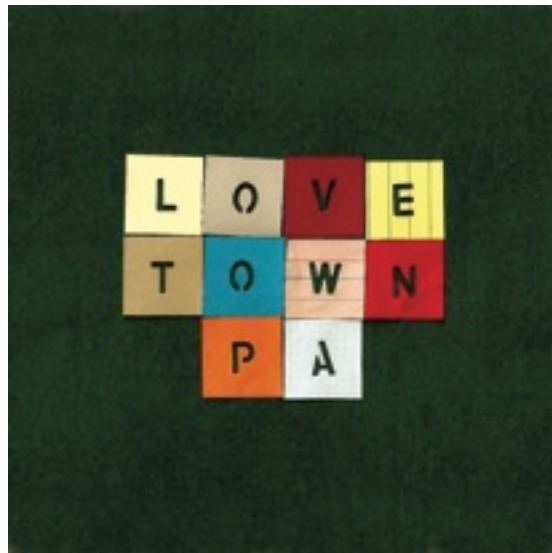
TIGER STRIKES ASTEROID

Gene Schmidt: Lovetown, PA

PHILADELPHIA – Tiger Strikes Asteroid is pleased to announce the opening of its July exhibition, *Lovetown, PA*, a new project by New York artist Gene Schmidt.

Lovetown, PA is a multi-layered project towards making sense of a text, a city and a sentiment. It is part-journey; part sculpture; part social experiment and part installation. Not only has Schmidt walked across Philadelphia with his cobbled-together set of scrap-wood stencils spelling out St. Paul's encomium of love (popularized by innumerable wedding ceremonies), but he has thoroughly documented it as well, creating another rich layer of record. The re-purposed, visual texture

of the squares reflects the neighborhood's own texture, at the same time the passage investigates the urban results of William Penn's Holy Experiment. In this way it becomes a truly living text – literally walking the city's span step by step, block by block; testing itself against a contemporary, exterior reality. It's highly appropriate then, that the words are created with knocked-out letters: the city environment, captured as an ongoing, *ad hoc* positive element seen through the stencils, is continually allowed to speak anew through the text. Today's city of Brotherly Love, including some normally-overlooked areas, finally gets a word in edge-wise, through some ancient words, as *Lovetown, PA* metes its way across the city.



Gene Schmidt is an artist based in New York. His most recent project, *Manhattan Measure*, was a street-based journeying project and installation. Since 2008, the video documentation of the project has been screened at numerous film festivals, including Nashville Film Festival; Los Angeles United Film Festival; Big Apple Film Festival and Staten Island Film Festival.

Lovetown, PA: an installation by Gene Schmidt

July 9th—August 1, 2010

Opening reception: Friday, July 9th, 6pm – 10pm

Hours: Saturday and Sunday, 2pm – 6pm and by appointment