

Nessie Does New York Monetizing Myth, Legend & Culture

July 2 - August 2, 2008

Opening reception:
Wed., July 2, 6-8 pm

With special installation artwork by
Adam Maron and Quincy Pearson
and brochure essay by Chris A. Kenny



On May 26, 2007, a 55-year old lab technician named Gordon Holmes captured a digital video of what he called "this jet black thing, about 4 to 5 feet long, moving fairly fast in the water." Even skeptics described the video as "the best footage ever seen." Unfortunately, the credibility of Holmes came under question due to his past claims of filming black fairies. And many wrote it off as an otter. Nonetheless, the media interest in Nessie skyrocketed, and sales of trinkets and kitsch hit an all time high not seen in years.

This brings us to one big question: Is it the marketing of myth, or the myth of marketing that keeps these creatures alive? (Who knows?)

Join apexart for *Nessie Does New York* as we explore the depths of Loch Ness, the wilds of the Pacific Northwest and the seething South of America on a quest for answers.

For more information visit: www.apexart.org/exhibitions/nessie.htm

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