

BENRIMON CONTEMPORARY

PRESS RELEASE

Trey Speegle
THE RePOP SHOP

Benrimon Contemporary

February 3, 2011 - March 5, 2011
For immediate release

"*RePop* was an exhibition I had years ago in my hometown, Houston. It dealt with local personalities in a Warholian vein. I always liked the word, 'RePop' and wanted to incorporate it into this show. Keith Haring, who was a friend, had the 'Pop Shop' for years, so this is also a nod to that legendary art and commerce venture."

-- Trey Speegle



The RePop Shop is a pop-up store at the gallery that will accompany Trey Speegle's upcoming exhibition, *It's Not About You*. It will be installed in a separate room as a free-standing store and will feature unique works on paper, limited edition prints and items specifically created for this show, such as t-shirts, note cards, buttons, tote bags and more.

"Using vintage paint-by-number paintings as inspiration and as raw material has naturally lead me to creating products that feature them," explains Speegle. "My works really WANT to be consumed inherently, since it started out as commercial, so I like using various 'message delivery systems' to meet that end."

Also offered, will be sold-out items from Speegle's recent collaboration with Anthropologie like wooden puzzles, soap sets, signed plate sets, pillows and wallpaper.

A very limited quantity of shirts and unique prints Speegle created for Fred Perry featured in Interview's *Luxury Automat* at The Mondrian during Art Basel Miami Beach 2009 will also be included in the shop.

An exhibition poster and catalogue, with text by Allegra Huston, will be available as well.

Ten percent of all the proceeds from The RePOP Shop will go to The Trevor Project. Speegle has been involved with the work of The Trevor Project for over a decade. The Trevor Project is the leading national organization focused on crisis intervention and suicide prevention efforts among lesbian, gay, bisexual, transgender and questioning youth. Every day, The Trevor Project saves young lives through its free and confidential lifeline, in-school workshops, educational materials, online resources and advocacy. For more information visit TheTrevorProject.org.

Benrimon Contemporary is located at 514 West 24th Street, 2nd floor, New York, NY 10011 between 10th and 11th Avenues. Our hours are Monday to Saturday 10am to 8pm and Sunday 12pm to 6pm.

For further information or images, please contact Molly Sampson at 212.924.2400 or molly@bcontemporary.com.