



CEMENT & CONCRETE PRODUCTS™

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QUIKRETE® FINDS ARTISTIC FLAIR IN NEW MUSEUM EXHIBIT
“Chris Burden: Extreme Measures” Features Powerful Concrete Sculptures

NEW YORK (Oct. 2, 2013) – The QUIKRETE® Companies found an unexpected place in the New Museum’s presentation of “Chris Burden: Extreme Measures,” the renown artist’s first New York survey and his first major U.S. exhibition in more than twenty-five years. The exhibition, which is on view from Oct. 2, 2013 to Jan. 12, 2014, presents a selection of Burden’s work across various medium spanning his forty-year career including **Beehive Bunker** and **A Tale of Two Cities** featuring QUIKRETE® products.

Over the past four decades, Burden has created a unique and powerful body of work that has redefined the way we understand both performance and sculpture. The exhibition at the New Museum features a selection of Burden’s work focused on marvels of engineering, such as buildings, vehicles, war machines, and bridges, consistently engaging with the representation of masculinity and the destructive potential latent in engineering pursuits. With that in mind, the use of QUIKRETE® materials for the **Beehive Bunker** and **A Tale of Two Cities** exhibits made perfect sense.

Beehive Bunker, 2006

Beehive Bunker is a low cost defensive structure to be occupied by one to three persons. This monumental dwelling reconfigures more than 300 bags of QUIKRETE® Concrete Mix and more than 300 of QUIKRETE® Fast-Setting Concrete Mix in a stacked pattern to create an imposing environment that treat the landscape of the city as a place of constant threat to the individual body. The bags of concrete were watered in the gallery, so it hardened during installation process.



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A Tale of Two Cities, 1981

War toys to model a hypothetical conflict between two warring city-states. The installation amplifies the mock staging of violence typical of male childhood play in order to make contemporary warfare.

Installation of the two miniature cities covering about 1,000 square feet required 1,040 bags of QUIKRETE® All-Purpose Sand covered by approximately 5,000 toys, plants and boulders.



For more information on the “Chris Burden: Extreme Measures” presentation at the New Museum, please visit <http://www.newmuseum.org/exhibitions/view/chris-burden-extreme-measures>. The New Museum, which is located at 235 Bowery, New York, NY 10002, is open from 11 a.m. – 6 p.m. EST on Wed. and Fri. through Sun., and from 11 a.m. – 9 p.m. EST on Thurs.

The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in more than 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on The QUIKRETE® Companies or its products, please visit www.quikrete.com or call (800) 282-5828.

Chris Burden

Chris Burden was born in 1946 in Boston and currently resides in Los Angeles. He attended Pomona College and received his MFA from the University of California, Irvine in 1971. He had a major survey exhibition at the Newport Harbor Art Museum, Newport Beach, Calif. in 1988 and at MAK–Austrian Museum of Applied Arts, Vienna, in 1996. His work was presented in the 48th Venice Biennale and at the Tate Gallery in 1999. In 2008, the Public Art Fund presented WHAT MY DAD GAVE ME, one of his skyscraper sculptures, at Rockefeller Center in New York City.

The New Museum

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

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