



**SINCERELY, JOHN HEAD  
BOX SET: CAR SHOW**

**November 2<sup>nd</sup> – December 8<sup>th</sup>, 2007  
Opening reception November 2 5-8 pm**

Small A Projects is excited to announce *BOX SET: Car Show*, the first solo exhibition by the Portland-based duo, *Sincerely, John Head*. *Sincerely, John Head* was formed in 2001 when Nat Andreini and Scott Porter met and discovered a common interest in photography, memorabilia and collections. A central focus of *BOX SET: Car Show* is *Sincerely, John Head's* 1977 Ford Ranchero, but the work constellates around several themes relating to *Foghat Live*, the 1977 album by the eponymous rock band, the year 1977, parking lot culture and fandom.

Often bands will release a box set that repackages the history of the group in the form of a physical timeline. Multiple records or CD's chart the course of the band from the debut album to their most recent offering. Often sets will include some form of "schwag" that completes the experience. Examples range from the AC/DC bottle opener keychain to a Frank Sinatra miniature leather footlocker. A catalog containing liner notes and photographs functions as a guide to relive a band's trajectory or to get acquainted by immersion.

The *Sincerely, John Head* BOX SET project originated as a way to make physical the behaviors of devoted fans and to collect and/or create the ephemera of fanaticism. The project thus explores the strategies employed by record companies and others to release "legacy" materials, end products that range from historical documentation and repackaging schemes to vacant commercial ventures. The project consists of several performances, installations, exhibitions, and objects that will themselves be memorialized and catalogued someday into a subsequent BOX SET box set. BOX SET projects thus far include a temporary installation in a vacant Pearl District warehouse last year and the recent *Studio Sessions* performance for PICA's TBA festival where a storefront was converted to a functioning recording studio where participants performed and recorded interpretations of the six songs from the album *Foghat LIVE*.

In the current cultural and market economies where artists, like rockstars can be one-hit wonders, enduring and celebrated "talent" and repackaged for multiple comebacks and reinventions, *Sincerely, John Head* explores some of the historicizing and marketing mechanisms that drive the commerce and legacy of culture. Their collective moniker *Sincerely, John Head* reiterates the collective structure of the band while referring to their interrogation of broader themes including authenticity and masculinity. A desire to regain control over the proliferation and marketing of one's artistic self is further evidenced by the BOX SET project, which will both catalog and collect objects/memorabilia and archive the activities of *Sincerely, John Head*.

Please contact the gallery for further information or images.