Art Production Fund is honored to present "Holy Crap" by Rob Pruitt in association with Sotheby's. This public art installation will coincide with the exhibition "Divine Comedy" opening at Sotheby's September 30, 2010. Sotheby's invited Art Production Fund to bring art onto the street by commissioning an artist to create a site-specific project in the front windows of their York Avenue headquarters. By taking place in the street level windows, the exhibition is available to the public and Sotheby's visitors alike.

“We are thrilled to be working with Rob Pruitt, to introduce his "Holy Crap" series in New York City. This public art initiative takes the "Divine Comedy" exhibition beyond the walls of Sotheby's and in to the public realm.” says Co-founders of Art Production Fund, Yvonne Force Villareal & Doreen Remen.

"Divine Comedy" will encompass art from antiquity to the present, dealing rather specifically with renditions of hell, purgatory, and paradise – but all with a slight comic twist – irreverent, wry, and often dark humor. This commissioned work, through the partnership with Art Production Fund, becomes a beacon for the exhibition.

“I love multitasking, like driving and having a religious experience at the same time. I love jokes. I love advertising and billboards. I love Jenny Holzer. I love advice and rules and adages and reminders and lists, like the 10 commandments. I love big bold larger then life characters like God and Satan. I love horror movies and stories of the supernatural and high drama narratives distilled into a handful of words, like “He died for your sins.” But what follows is a whole new testament... “ Rob Pruitt, June 2010, NYC


Art Production Fund (APF) is a non-profit organization dedicated to producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Co-Founders: Yvonne Force Villareal & Doreen Remen; Director: Casey Fremont. For more information on Art Production Fund or “Holy Crap” please visit www.artproductionfund.org or contact Theodora Schamber at APF: theodora@artproductionfund.org; 212-966-0193

Made possible with the generous support of: Sotheby’s

Through the support of Rob Pruitt’s “Holy Crap”, Sotheby’s demonstrates their commitment to bringing art to the public.