

POSTMASTERS

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ULTRA VIOLET PRODUCTION HOUSE

Ultra Violet Production House is an Etsy store by Joshua Citarella and Brad Troemel that provides collectors with do-it-yourself material kits for artworks and fabrication guidance. Works on the store are advertised as digital composites of products sourced from just in time online retailers, presenting a hypothetical view of what the completed work will look like after assembly. Once purchased, collectors are sent parts, tools, and tutorials for fabrication as well as a certificate of authenticity. They may then choose to assemble the work or leave their shipping boxes of parts and tools unopened in mint condition. Started as a way around going into debt to produce artwork, UV's business model requires minimal start up costs, eliminating the need for studio rents, material tests and storage. Instead, the artists look to spend maximum time on new ideas for products and use composites as a way to let the market decide and pay up front for whichever work it demands.

SELECTED EXHIBITIONS

- 2017 *alt-facts*, curated by Kerry Doran, Postmasters Gallery, New York, NY
Ultraviolet Production House: Showroom, Bahamas Biennale, Detroit, MI (solo)
Looking at One Thing and Thinking of Something Else, Part 4: Disrupt / Disorder / Display, Carroll/Fletcher, London, UK
Rheo Grande, curated by Kayla Fanelli, Anonymous Gallery, Mexico City, Mexico
Datafestatie, curated by Ward Janssen, Museum of the Image, Breda, Netherlands
Vie D'Ange, curated by Eli Kerr and Daphne Boxer, Montreal, QC
Re: Re: Re:, curated by Erin Davis and Max C Lee 630 Flushing Avenue, Brooklyn, NY
Phantasmagoria Part II, The Stolbun Collection, Aspen, CO
Phantasmagoria Part I, The Stolbun Collection, Chicago, IL

SELECTED PRESS

- 2017 Margaret Carrigan, "UV Production House Makes a New Market Model," Blouin Artinfo, May 24
Scott Indrisek, "Up and Coming: Joshua Citarella Is the Ultimate New York Freelancer," Artsy, February 25
Adrian Chen, "Brad Troemel, The Troll of Internet Art," The New Yorker, January 30
2016 Loney Abrams, "The Artists Have Been Set Free: Post-Internet Star Joshua Citarella on How the Web Can Disrupt the Gallery System," Artspace, December 20