

## Vanart I&II

*Vanart I & II* is a billboard campaign for an actual product but uninvited by the company in question. Shown at Galería de Arte Mexicano, the billboard for *Shampoo Vanart*, a popular household product in Mexico, seems out of place in the exclusive space of a private gallery. Adjacent to this billboard is a model of the same billboard installed on top of the gallery building, advertising its product to the public in the street. This piece is about the unique demographics of the Mexico City art scene.

Terence Gower, 2000

Laminated digital print in aluminium frame, model: cardboard, wood, paper and digital print

Billboard: 244 x 366 cm Model: 76 x 90 x 90 cm

[Press Release: Promo](#)



