

WHATEVER IT TAKES

Steelers Fan Collections, Rituals, and Obsessions

Curated by Jon Rubin + Astria Suparak

Aug. 27, 2010 - Jan. 30, 2011 at Miller Gallery at Carnegie Mellon University

LIST OF WORKS

For additional information about the exhibition, please see the Whatever It Takes brochure.

1. + 2.

FLOOR 2

counter-clockwise from elevator:

1. **Cosley Football Player (Roethlispooodle)**

Photo by Ren Netherland/Animal Photography,
dog groomed by its owner Justine Cosley
Photograph
20' tall x 24" wide
2009



2. **Steelers Hair Helmet**

Design by Little Willie, photograph by David Yellen, from the book *Hair Wars*, 2006

- This photo features a design by a local hair stylist.
- This item is for sale. Contact miller-gallery@andrew.cmu.edu for details.

3. **The Socio-Economic Underpinnings of Steeler Nation**

Adam Atkinson & Christopher Smalley, approx. 13 min., video, 2010

- Professor Atkinson gives the class a working definition for "sports nation." (Hint: Only the Steelers really have one.)

4. **SuperFan**

by Lem Apperson, 2009

Fabric, foam muscle suit, 5' tall x 54" wide x 6" deep

- Apperson made the costume the night before watching SuperBowl XLIII in a crowd divided between the two teams.
- This item is for sale. Contact miller-gallery@andrew.cmu.edu for details.



4. + 5.

5. **The Black and Golden Calf**

Suzanne Werder Trenney, 2008

- This character has its own online persona, and claims to be the "son of the Steel Steer and the Heinz Heifer".

6. **Live from La Botticella Steelers Bar in Rome, Italy**

- This is a bar in Rome where fans from across Italy as well as from Pittsburgh, including Pittsburgh based university students (on Rome campuses) go to watch games.
- Giovanni Poggi, the bar owner, has never lived in the U.S., but visits Pittsburgh every Thanksgiving to attend Steelers games.



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7. *Yinz Luv 'Da Stillers*

Weekly web-show and scoreboard design by James Shearer, 2010

- Shearer is a MTV2 VJ who grew up in Pittsburgh and now lives in NY.
- He creates this post-game show out of his bedroom, remixing footage from the week's game, popular movies, homemade puppets, and hand-painted cut outs. His new season of episodes will screen in the gallery each week.



7.

8. *Tattoo Parlor:*

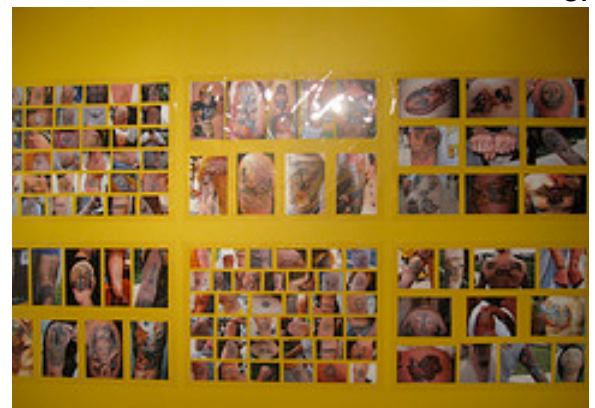
Tattooed people, listed alphabetically:

Alison Bojarski
Benjamin Caputo
Kevin Cousino
Melissa Hartle
Randy Leach
Jason Lee
Nicole Miller
Sherri Minnocci
Mike Polk
Orville Turney, tattoo by Kevin Kerr, Flesh Mechanics
Luis Vargas
Shawn Wampler
Rebecca Wygonik
And many others who attended the 2010 Training Camp, Pre-Season Game, or were interviewed by Dan Gigler

Tattoo artists and parlors, listed alphabetically:

Jason Angst, Tattoo Noir
Area 51 Tattoo
Dan Bires, Misery Dan
Chris Blick, American Tattoo
Tracy Blough, Gunslingers Tattoos
Russ Corbett, True Image Tattoo
Matt Kugler, Body Shop Tattoo & Apparel

Dave Loy, The Inside Tattoo
Mark Lubbert, ArtFX
John, Wild at Heart Body Art
Mad Max, Sinners and Saints
Sean McCarthy, Jesters Court
Matt Miller, American Tattoo
Chris Miranda, Body Shop Tattoo & Apparel
Nicole, The Inside Tattoo
Steve Morris, Bodyworks Tattoo Shop
Todd Porter, Sinners and Saints
Squirrely's Skin Art
Josh Suchoza, Kyklops Tattoo



8.

- The exhibition organizers called over 60 local tattoo parlors and solicited tattooed people and tattoo artists for these photos, as well as photographed fans with tattoos at Steelers pre-season games and training camp.
- Select tattoos are available as temporary tattoos in the gallery store.

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9. **Denny DeLuca's Steeler Room**

Fan basement room moved in its entirety to the gallery
Various handmade and altered items, clothing, furniture, paper; Video loop on monitor of artist giving a tour of his room

On-going

11' long x 17' wide x 6.5' high

- This is the entirety of DeLuca's possessions from the Steelers Room in his basement, except for his bed (where he sleeps) and his TV (so he can watch the games). DeLuca came to the gallery over several days and re-installed his room.
- For more information, watch the documentary video on the TV in his room and read the newspaper articles on DeLuca at the entrance of the room.
- The chess set is for sale. Contact miller-gallery@andrew.cmu.edu for details.



9.

10. **Steelers Nation**, with list of *International Steelers Bars, Fan Clubs, Facebook Groups, and Blogs*

- There are over 2000 international Steelers Bars and Fan Clubs in 27 countries, and every U.S. state. Lists of bars, clubs, Facebook groups, and blogs are on each side of the map.
- The map key for how many bars and clubs each dot represents is on the left side of the map.



10.

11. **102 Signed Footballs**

Collection of Shawn Spinda

- These footballs are all from one person's collection, and were driven up by Spinda from his home in Kentucky.
- kysteelerman on facebook



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12. *The Immaculate Re-Creation*

Produced by the Miller Gallery at Carnegie Mellon University for the Whatever It Takes exhibition

Interactive installation with video projection of a YouTube clip of the famous 1972 Super Bowl play "The Immaculate Reception" with inserted footage of exhibition visitors re-creating the catch; videocamera and tripod; opposing team members made of paper and cardboard sliding on metal and wood track; string; football; paint and fake grass.

406"long x 195"wide x 150" high

2010

[\[Ask Gallery Personnel for assistance\]](#)

- Gallery visitors, with the assistance of gallery personnel, can record themselves catching the football and re-creating the 4-second section of what is known as one of the most famous plays in the history of American football.
- Once a week the best footage of visitors catching the football will be added to the projected video.



12.

FLOOR 1, counter-clockwise from elevator:

13. *Steelers Fan Video Mash-Up*

Includes clips from the following, listed randomly:

Steelers Fan and Gatorade Shower, by vimike
77

Steeler City Pizzeria- After Santonio's TD was Confirmed, by therising1

Steelers Fans Go Crazy - Super Bowl 43, by Johncalkins

Super Bowl 43, Die Hard Pittsburgh Steelers Fan, by specialforces09

Steelers Fan Cries During the Super Bowl, by mchaggis1

Steelers Fan Tailgating, by RivalryFueller

Steeler Fan Goes Crazy, by ant76009

Steeler Fan Reaction in Tampa, by jdesantis1234

Drunk Steelers Dance, peanut1073gs

Airplane Painted In Pittsburgh Steelers Black-And-Gold, by WTAETV

Rara and Shorty: How to be a Steelers Fan!, by rarashorty2007



13.

Steelers Super Bowl Song Sung By The Littlest Steelers Fan, by therjds
Pittsburgh Steeler Polka 2009 Music By The Trel-Tones Sung By Bratislav
WDVE Steelers Pep Rally, by imagineam

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Kiddie and Her Terrible Towel, by fowlersrule
Steelers Game Time Rumble, by theydells
Steelers Singing Hamster ... Here We Go!, by redoctober 90
Steeler Sam Episode 4 - Ravens Week, by SteelersDepot
World's Biggest Steelers Fan, by kenkoor1991
Steelers Biggest Fan!, by realtorross
Dr. Bummer a Gynecologist from Pittsburgh Bids \$69 on THE PRICE IS RIGHT ! Wearing a Steelers shirt!, by Monkeygetfunky
Toddler Steelers Fan, by mrsdrohomirecky
The Anthem, by lightinthedarkness1
Steelers Fan's Wife Brings His Ashes to A Game in Pittsburgh, by WTAETV
Steelers Super Fan Family, by WTAETV
The Official Steelers Dance Souljaboy, by verkman46
Tattoo Man, by Josh Matlock
KDKA Radio Talks to Steelers Fan and Space Station Commander Mike Fincke, by kratsas
Pittsburgh Steelers Opera, by Carnegie Mellon University College of Fine Arts
The Pop Rocks Steelers Song, by marianmd38,
The Pop Rocks Steelers Song 2, by marianmd38
Gridiron Toreadors (Here We Go Steelers), by rrollett
Rustles of Fall (Here We Go Steelers), by rrollett
Steelers Fans Gone Wild, by JMerryman91
Steelers Fans ONLY- (or food fans!) - Super Bowl XXIII, by Craig Kimberley
Pittsburgh Steelers Wedding- KDKA TV, by IanKatSam
Steeler's Ladies, by lyseonlyfe
Pittsburgh Steelers Fight Song, by jskolits
Steelers Proposal, by atutumnrenee28
Steelers Make Up Look, by B3AUTY4DISAST3R
Super Bowl XLIII - Steelers (1 of 2 team looks), by rocksterize
Gold And Black Steelers Look, by Makeuppholicliz
Steeler Tahitian, by tilini
Sygan Road Steelers Fight Song, by SyganRoad1
Steelers Super Bowl Tribute, by sikemm68

Myron Cope: "Achy Breaky Heart" Steelers Towel Spoof, by WTAETV
Old Men And Steeler Underwear, by ravengirl828
China Loves the Steelers, by carolinemstewart10
Here We Go, Steelers from China, by gavininchina
Steelers Banner from Our Troop, by lloydfan95
America's Ultimate Displaced Fan: Phil Roberts, by directv
My Bird Ollie Love His Football Team, by STEELERBIRD
Steeler Bird, by juzahohn
Many Steelers Christmas Trees, by sjcoyne54
Crank Dat Steelers Style, by tapeworm16
90 Year Old Steelers Fan Gets Tattoo of Logo, by VidoEmo Emotional Video Unity
Super Bowl 43 Cut, by myndthought
Steelers Haircut, by michaeljcarjr
Icarus of Pittsburgh, by Evan Mather
Steelers Super Bowl Pittsburgh Southside, by NaniRome
Roethlispooodle, by imadv82u
A Postcard from Steelers Nation - "JacksonBurgh", by Dan Gigler
Steelers Tailgating Video: Browns Still A Rival ?, by Dan Gigler
Steelers Fan Dies After Sons Became Browns Fans, by BobGolub1
The Rockstar Collective Presents: A Yinzer Anthem (One For The First Ring Finger On The Other Hand), by rockstarcollective
Pittsburgh Steelers Cardinal Song Pluck You, by ronnierayjenkins
The Troy Polamaly Ultimate Collection, by ANolan43
Beat Me Black And Gold, by FriekeBiggh
The Immaculate Reception Madden Style, by EVANKRALC
Pittsburgh Steelers Nails, by queendianna
Freehand Nail Art by The Queen, queendianna
Steelers Killer Hits, by Brin7
Steelers Attitude Girl, by barwench 1754
superbowl rap steelers, by streetpunker21

- These videos were curated directly from YouTube, Vimeo, news clips, and Steeler fan sites.

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14. *Unlicensed Steelers T-shirts:*

Listed from left to right, top to bottom:

Black & Gold is the New Black, design by Jennifer Baron, www.etsy.com/shop/freshpopcorn

Drink Iron, Piss Steel, courtesy of Dan Gigler

Yes We Can, Commonwealth Press

One for the Thumb, courtesy of Dan Gigler

Blitz, Commonwealth Press

Pittsburgh Super Bowls, rypergola, Zazzle.com

De Stijlers, by Lucas Strzelec, courtesy of Ben Rickles

I Survived from Super Bowl XXX, courtesy of Dan Gigler

MADD, courtesy of Dan Gigler

Welcome to Pittsburgh, Commonwealth Press

PGH Steelers Fan Club of Baltimore, MD, courtesy of Dan Gigler

Handmade Black & Gold Tie Dye, William Tylor II,
Twistedblackandgold@gmail.com

Steeler Fan In The Oven, Commonwealth Press

6th Seed, courtesy of Dan Gigler

Steeler Nation, courtesy of Dan Gigler

Steel City Mafia, courtesy of Dan Gigler

I Puke Black and Gold, slyslysy, Zazzle.com

Yinz Yang, Elizabeth Deasy, www.yinzyang.com

Pittsburgh Electronic Football League, Rob Delmasse

Stairway to Seven, Commonwealth Press

Steelers Nation, Commonwealth Press

Notorius PIT, Believe Merch

Bub's Bar in CA, courtesy of Dan Gigler

When you play Pittsburgh, you play the whole city, Believe Merch

ChampionYinz, courtesy of Dan Gigler

Go Steelers, Taylor Shields

Pittsburgh Yellow, ihearttees, courtesy of Zazzle.com

St Tomlin 2010, Believe Merch, www.believementch.com

La Botticella, courtesy of Dan Gigler

Pittsburgh World Champs Six Pack, courtesy of Christina Snaman

I Bleed Black & Gold, courtesy of Christina Snaman

P.E.F.L High Voltage Football, Rob Dalmasse

On Ice or Grass We'll Kick Your Ass, courtesy of Christina Snaman

- These shirts are on loan from various fans, artists, and designers.
- Some of the shirts are available for sale: Please ask the Store attendant.

15. *Great Moments in Unlicensed Steelers T-shirts*

Images courtesy of Pittsburgh Sports and Mini Ponies blog, video slide show, 2010

- Pittsburgh Sports and Mini Ponies is a blog run by a fan in New York, Nicholas.

16. *Pittsburgh Electric Football Heinz Field*

John and Shawna Evans and Rob Dalmasse, 2003

14. + 15.



16.



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FOYER

17. *Al Johnson's Steeler Audi*

Renee Piechocki, video, 4:50 minutes, 2010

Short documentary on a local fan who threw out all of his clothes a few years ago and replaced his closet with Steelers-related clothing.

STORE

18. *Steeler Nationals dolls*, Margaret Hagan

- These dolls of Steelers fans were made for the exhibition by Hagan, who is from Pittsburgh but now in law school in California.
- This item is for sale in the Store.

19. *Mean Joe Greene helmet*, Larry Klukaszewski

20. *Steelers Baby Jacket*, Mollie Hartford-Chamberland

21. *Myron Cope doll*, by Dan Baxter/The Creepy Doll Factory, courtesy of Kate Hoy and JP Coakley

- Coakley had Baxter make this doll as a gift for Hoy, who's from Pittsburgh. They live in NY.

22. *Hairy Helmets*, Nick Caruso

- These are made for car antennas.
- This item is for sale in the Store.

23. *Super Bowl Rings knit gloves*, Elize Simon

- These gloves were made for the exhibition by Simon.
- This item is for sale in the Store.

24. *Heinz Ward*

Brian McCall, 2010

- This paper sculpture was made for the exhibition.
- This item is for sale. Contact miller-gallery@andrew.cmu.edu for details.