WHATEVER IT TAKES

Steelers Fan Collections, Rituals, and Obsessions

Curated by Jon Rubin + Astria Suparak
Aug. 27, 2010 - Jan. 30, 2011

Sept. 10, Fri.
5pm:
TOUR OF STEELERS ROOM by Denny DeLuca

6-8pm:
THE IMMACULATE RECEPTION
sponsored by Iron City Brewing Company
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Rather than use a traditional casket at the wake, one family decided that their loved one would be last viewed as he would have been on game day: laid out on a recliner, dressed in black and gold, with a beer at his side and remote control in hand, watching a continuous loop of Steelers highlights on a TV set.

A common way fans bridge the gap between team and self is by collecting team-related merchandise and signed memorabilia. What’s interesting about many Steelers fans is that they often take collecting a step further. Shawn Spindler has over 100 signed footballs, the Pittsburgh Sports and Mini Ponies blog details “Great Moments in Unlicensed Pittsburgh Sports Merch”, Denny DeLuca transformed his basement into a Steelers Room (moved in its entirety into the gallery for this exhibition) crammed floor to ceiling with hundreds of handmade and altered objects, each with its own story that describes both the biography of the team and Denny’s autobiography. Other fans dedicate their bodies to expressing their allegiance. For instance, Ron Vergerio has spent the past eight years tattooing his entire torso with a stream-of-consciousness mural of players, plays, trophies, the cigar-smoking team owner, and a stadium full of fans, all intermingled with the Pittsburgh skyline and flowing hot metal.

What It Takes: Steelers Fan Collections, Rituals, and Obsessions presents the participatory popular culture of Steelers fandom. The exhibition, a first of its kind, focuses not on fans as consumers, but on fans as producers—a creative force that modifies dominant culture into something much more personal, and collectively creates the Steeler Nation.

CONTRIBUTE
Be a part of the “Steelers” in the field (in the gallery), by:
- Reenacting Franco Harris’ famous catch and becoming part of the legendary Immaculate Reception footage
- Video-chatting live with patrons in a Steeler’s bar in Rome
- Having your Steelers tattoo photographed and added to our ongoing collection
- Relaying your game-day rituals and fan obsessions in the videobooth

TOURING EXHIBITION
KEEP IT SLICK: Infiltrating Capitalism with The Yes Men
Curated by Astria Suparak, organized by Miller Gallery at Carnegie Mellon University

brero 10
9 Glass Curtain Gallery, Columbia College, Chicago, IL

This project is supported by the College of Fine Arts at Carnegie Mellon University and the Carnegie Museum of Art.

 patron of the Fine Arts and the School of Art at Carnegie Mellon University.

Margaret Cox Design:

Printed by: 100% post-consumer paper processed chlorine free. Vegetation-based ink.

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THE EXHIBITION IS SPONSORED BY:

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Free parking in E. Campus Garage

Welcome to Carnegie Mellon University.

The exhibitions and programs are supported in part by a grant from the Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania, as well as the College of Fine Arts and the School of Art at Carnegie Mellon University.

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INTEGRATED DESIGN

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