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### **New Exhibition “Whatever It Takes” Showcases Pittsburgh Steelers Fans Collections, Rituals and Obsessions at Miller Gallery at Carnegie Mellon University**

PITTSBURGH — The Miller Gallery at Carnegie Mellon University presents “Whatever It Takes: Steelers Fan Collections, Rituals, and Obsessions,” on view from Aug. 27, 2010 through Jan. 30, 2011. Curated by Carnegie Mellon Professor of Art Jon Rubin and Miller Gallery Director Astria Suparak, the exhibition, a first of its kind, looks at the ingenious methods Steelers fans use to construct their own personal and social identities in relation to the team. “Steelers culture is Pittsburgh’s popular culture, and the fans are its primary creative force,” says co-curator Jon Rubin.

On Friday, Sept. 10 at 5 p.m. there will be a tour of Denny DeLuca’s homemade Steelers Den, which has been moved in its entirety from his basement into the gallery. The exhibition reception, called the “Immaculate Reception,” will follow from 6 to 8 p.m., sponsored by Iron City Brewery Company. Admission to the exhibition and these events is free and open to the public.

“*Whatever It Takes* shows how Steelers fans brilliantly remix and meld the team’s identity with their own through gameday rituals, Steelers dens, fan sites, costumes, tattoos, videos, Web shows, unlicensed merchandise, and more,” says co-curator Astria Suparak. Some works included in the exhibition: New episodes of Jim Shearer’s weekly, low-budget web show, *Yinz Luv ‘Da Stillers*, which is produced entirely from his bedroom using homemade props and a remarkably clever remix of footage from the week’s game, popular movies, homemade puppets, hand-painted cutouts, and his own engaging persona; slide shows of “Great Moments in Unlicensed Pittsburgh Sports Merch” from the *Pittsburgh Sports and Mini Ponies* blog, compiled for this exhibition; Denny DeLuca’s *Steelers Room* basement, 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 (moved in its entirety into the gallery); a collection of Steelers-related tattoos, including Ron Vergerio’s, who 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.

Visitors to the gallery will be able to contribute to the exhibition by reenacting Franco Harris' famous catch and becoming part of the unforgettable Immaculate Reception footage, video-chatting live with patrons in a Steelers bar in Rome, and having their Steelers tattoo photographed and added to the exhibition's growing display.

The Miller Gallery at Carnegie Mellon is free of admission and open to the public Tuesday through Sunday, from noon to 6 p.m. For more information including print-ready images and downloads, visit <http://www.cmu.edu/millergallery/exhibitions/whateverittakes>.

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**Miller Gallery at Carnegie Mellon University** supports the creation, understanding and growth of contemporary art through exhibitions, projects, lectures, events and publications. The Miller Gallery is the contemporary art gallery of Carnegie Mellon University and is one unit of the College of Fine Arts. It is located in the Purnell Center for the Arts on Carnegie Mellon campus in Pittsburgh, Pennsylvania. **The Miller Gallery is open Tuesday through Sunday from 12-6 p.m. Open to the public. Admission is free.** [www.cmu.edu/millergallery](http://www.cmu.edu/millergallery)

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