



**Reed Seifer** is pleased to launch **SPRAY TO FORGET** —a conceptual and functional product that offers a sensory, emotional, and intellectual experience — at The Armory Show 2010. Produced in a signed edition of 500. While supplies last only.

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## **ARTIST REED SEIFER LAUNCHING “SPRAY TO FORGET” AT THE ARMORY SHOW ART FAIR IN NEW YORK, MARCH 4-7, 2010.**

SPRAY TO FORGET is a conceptual and functional product based on the possibility that “a substrate to physical reality exists, and that it can be deterministically altered and influenced by human intention.” - Duncan Laurie, THE SECRET ART

SPRAY TO FORGET functions as a beneficial editor for one’s consciousness, removing undesired memories from the user’s psyche via supported intent. Reed Seifer proposes that **“in order to forget, we must remember something else. Spray to Forget acts as a conceptual sideways-elevator, nudging the unconscious to release a difficult memory and replace it with a more appealing one, or to create a new memory through experience... It also happens to smell quite good.”**

While based in concept, SPRAY TO FORGET utilizes well-researched ingredients in support of its function. An aesthetic olfactory experience is provided through a blend of essential oils selected for their reputed aroma-therapeutic benefits in grounding and elevating the emotions. Herkimer diamonds and black tourmaline, crystals believed to metaphysically assist in the elimination of tension from the body, were steeped for several days in the purified, magnetized water used to create the spray.

SPRAY TO FORGET, handmade in an edition of 500, is available in a 2 ounce (60 mL) glass bottle. The beautiful letterpress label is signed and numbered. In addition to being sold at The Armory Show, Spray to Forget is available at the Reed Seifer Store online, [www.reedseifer.com](http://www.reedseifer.com).

### **ABOUT REED SEIFER**

In 2009, in conjunction with MTA: Arts for Transit, Reed Seifer created one of the world’s largest public art projects, featuring a Seifer-designed wordmark — simply stating **optimism** — printed on 14 million New York City metrocards.

**Roberta Smith**, art critic for THE NEW YORK TIMES, stated that the work of Reed Seifer is “proof that Conceptual Art is the new folk art and has been for some time.”

**The Daily Koos** wrote that Reed Seifer’s work “[has] the power to change and not just reflect what is.”

An established graphic designer, Reed Seifer has created work for Columbia University, The New York Public Library, The Whitney, Ralph Lauren, MASS MoCA, Gladstone Gallery, Cheim & Read, Tanya Bonakdar Gallery, Carolina Nitsch, James Graham & Sons, Marc Jacobs, and Rizzoli New York.

Reed Seifer designed the complete identity for The Armory Show 2010.