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New Museum Launches Limited Edition *(Ta)Rot Pack* by Dorothy Iannone
\$50 Limited Edition, \$250 Deluxe Edition

New York, NY...The New Museum gave American-born, Berlin-based artist **Dorothy Iannone** her first solo show in a US institution this past summer 2009. Her stylized, intricate and colorful depictions of she and longtime lover and muse, artist **Dieter Roth**, synthesize elements of Egyptian frescoes, Byzantine mosaics and ancient fertility statues. Created exclusively for the **New Museum Store** and inspired by traditional tarot card decks, *(Ta)Rot Pack* by artist Dorothy Iannone, depicts scenes from artist Dieter Roth's life. Each of the 27 cards illustrates a different sentiment. The one for patience portrays Roth teaching; indigestion features him drinking with friends; reverence depicts him engaged in oral sex. On a corner of each, Iannone copied an image of Roth's own artwork. She worked on *(Ta)Rot Pack* in the late '60s while she was living with Roth, a time she describes as "always immersed in the beloved."



Only 250 impressions of *(Ta)Rot Pack* have been printed. A limited edition of 190 will be available for \$50. Fifty deluxe sets plus ten artist proofs come in a handmade custom cherry wood box signed and numbered by the artist for \$250.



ABOUT DOROTHY IANNONE

Dorothy Iannone was born in 1933 in Boston; she currently lives and works in Berlin. Since the 1960s, Iannone has continued to portray the female sexual experience as one of transcendence, union, and spirituality. Iannone works from the first-person perspective, charting her life and lovemaking onto wood, canvas, paper, and cloth, as well as through video and sound. Inverting the gender paradigm of artistic inspiration, Iannone often painted Dieter Roth, her self-declared muse, depicting both him and herself as active lovers, comfortable with their desire and pleasure. "Dorothy Iannone: Lioness," the artist's first ever US museum exhibition, was on view at the New Museum from July 22 through October 18, 2009. "Lioness," the title of this exhibition, is taken from Roth's pet name for Iannone.

THE NEW MUSEUM STORE

The New Museum Store is the premier destination for contemporary art books and gifts. The comprehensive selection includes the most stimulating monographs, critical texts and visual reference volumes from galleries, museums, artists, small presses, and commercial publishers throughout the world. The New Museum Store also produces engaging and thought-provoking artist-designed limited editions, original books and a cutting-edge selection of media. Founded in 1977, the New Museum is the first and only contemporary art museum in New York City. With the inauguration of our new, state-of-the-art building on the Bowery, the New Museum is the destination for new art and new ideas.

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