

NAILS ACROSS AMERICA

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Breanne Trammell Launches *Nails Across America* A Cross-Country Road Trip Featuring Manicure Performances

May 28-31, 2013

Mixed Greens

531 West 26th Street New York, NY

August 2-4, 2013

The Wassaic Project Summer Festival

37 Furnace Bank Road, Wassaic, NY

Wassaic, NY - February 2013 – Breanne Trammell, an artist and core member of the Wassaic Project, announces her much-anticipated cross-country road trip *Nails Across America*. The road trip is part of *Nails in the Key of Life*, her experiential art project using manicures as a forum for exchanging ideas, conversation, and collecting oral histories. *Nails Across America* launches at Mixed Greens in May 2013.

Mixed Greens: *"We're so excited to be the first stop on Breanne's Nails Across America tour! Mixed Greens is a proud advocate of the work of Breanne Trammell, social practice, and gorgeous nails. It's thrilling to be able to celebrate all three at the same time."*

The Road Trip

Traveling with a 1968 Shasta Compact trailer, which has been repurposed as a mobile nail salon, Breanne will spend two months making stops across the U.S.A. Destinations already on the map are Elyria, OH; Lawrence, KS; Sonora, CA; and Greensboro, AL; as well as larger cities including Seattle, Los Angeles, Dallas, and Minneapolis. The final destination is the Wassaic Project Art and Music Festival, August 2-4, 2013. A large portion of the trip has been funded and mapped out via Kickstarter.

Bowie Zunino, Wassaic Project: *"We're incredibly proud to be exhibiting Breanne's mobile nail salon at our 2013 Summer Festival. We have worked with her since the project's inception: searching for the perfect canned ham trailer, attending classes as nail models, and cheering her on as she graduated from nail school. With her nail technician license, her beautiful sense of color, and irresistible charm, there is no stopping Nails in the Key of Life."*

Through *Nails Across America*, Breanne seeks to connect with a broad audience, through the simple act of performing manicures. By making stops across the

country in a mobile nail salon, Trammell intends to make her project accessible to a community that extends beyond the traditional white-wall art world. This project is for everyone. Building an archive of participants as diverse as possible is essential to the project's success: young, old, blue collar, white collar, mechanics, artists, and farmers alike. Breanne aims to break gender bias by offering male-specific manicures: Bro Nails, the GentleMANicure, and the Working MANicure.

The curated menu references recurring themes in Trammell's art such as popular culture, junk food, and art history. Glittery blue acrylic nails pay homage to the television program *Friday Night Lights*, for example, and manicure flavors run the gamut from Cheeto Orange to International Klein Blue. Participants who want custom nail art may choose from donut sprinkles, #2 pencils, Richard Diebenkorn-inspired paintings, and more!

Archive

The end goal of the project is to create an archive based on manicuring an edition of 500 sets of nails. Trammell will document the road trip, the manicures, and conversations with participants through photography and audio and video recordings. Following each manicure, participants will receive a signed and numbered (1/500, 2/500, 3/500 and so on) letter-pressed certificate of authenticity to commemorate their participation.

About Breanne

Breanne Trammell is an artist living and working in Wassaic, NY, where she is a core member of the Wassaic Project. She received her MFA from the Rhode Island School of Design, and has exhibited her work at the New Museum of Contemporary Art, MASS MoCA, Mixed Greens, and Susan Inglett Gallery.

For more information on *Nails Across America*, contact: Breanne at hello@breannetrammell.com or 214-405-8549. Visit nailsacrossameri.ca for trip updates.



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