

LEILA HELLER GALLERY.

Cooper, Ashton. "Rachel Lee Hovnanian in Creating a Free Cereal Bar in Soho", *ARTINFO*, (September 3, 2014).

BLOUINARTINFO

SEPTEMBER 3, 2014, 7:03 AM

Rachel Lee Hovnanian is Creating a Free Cereal Bar in SoHo



In addition to making work that incorporates cereal boxes, artist Rachel Lee Hovnanian is giving away classic brands of the breakfast food in a four-day pop-up this month. From September 18 to 21, visitors can snack on Lucky Charms, Frosted Flakes, and Wheaties at 452 West Broadway, an empty retail space in SoHo. Titled "Instant Gratification," the installation will also provide free WiFi and cell phone charging stations.

The pop-up retail installation takes place during the run of Hovnanian's Leila Heller Gallery show "Plastic Perfect," which runs from September 4 to October 18. Both presentations are meant to "examine our dependence on technology and its benefits by linking our cultural addiction to sweetened cereals in the way both were marketed to us as being time-saving and fun," according to the press release.

— Ashton Cooper ([@ashton_cooper](https://twitter.com/ashton_cooper))