



# MANIFESTO

In big art, a show hosted by the artist is called a vanity show. Artists are expected to create without the desire to sell, yet selling legitimizes an art career. At Worstofall Design, we think that's bullsh\*t and as a branding company, we embrace the power of marketing, branding, and self-promotion in every industry.

#SELLOUT is Worstofall Design and a bunch of badass artists taking on the unwritten rules of the fine art world with brands on our side.

# DEATH OF THE VANITY SHOW



# YOUR HOST



**WORST** *of ALL* **DESIGN**

WORSTOFALL DESIGN is a boutique creative studio that creates badass brands for bold businesses to invigorate their leaders and inspire loyal followers.

Based in Brooklyn, our expertise in cutting-edge design stems from our wide breadth of knowledge in design, art history and years of engaging in the NYC Art & Design scene.

**ONLY THOSE WITH NO MEMORY...**

MAYBE HE ASKED  
CALLED. BECAUSE  
WASHINGTON

**...INSIST ON THEIR ORIGINALITY**

supremacy

Aust  
Mat  
las

WILLIAM

ST

ARE

THE

SUPREMACY

## STEVE WASTERVAL



*#SELLOUT is about being open to every opportunity & making your own decisions.*

Steve Wasterval (b. 1980) studied traditional, plein air landscape painting with Don Sahli in Colorado and conceptual art with Miguel Angel Cardenas in the Netherlands. Now his work as the creative director of Brooklyn-based studio Worstofall Design informs how he absorbs and interprets his surroundings. Navigating form and function, moving between representation and impressionism, Steve appropriates, investigates and in a sense, recreates the commercial and street art of New York City.

[WWW.STEVEWASTERVAL.COM](http://WWW.STEVEWASTERVAL.COM)



STEVE WASTERVAL | CHINATOWN Mixed Media on Canvas, 30' x 35", 2013



STEVE WASTERVAL | SCAFFOLD #2 Mixed Media on Canvas, 12" x 12", 2012



STEVE WASTERVAL | WINDOW SHOPPING Mixed Media on Canvas, 34" X 40", 2013



STEVE WASTERVAL | BROOKLYN DELI Mixed Media on Canvas, 30" x 40", 2013





**STEVE WASTERVAL**  
**GOBLIN TO A GOON**  
Mixed Media on Canvas  
25" x 17"  
2013



**STEVE WASTERVAL**  
**INTERLUDE**  
Mixed Media on Canvas  
7" x 15"  
2013



**STEVE WASTERVAL**  
**SO LONG**  
Mixed Media on Canvas  
12" x 12"  
2013



**STEVE WASTERVAL**  
**RING ON YOUR FINGER**  
Mixed Media on Canvas  
12" x 12"  
2013



**STEVE WASTERVAL**  
**DROP THE HAMMER**  
Mixed Media on Canvas  
12" x 12"  
2013



**STEVE WASTERVAL**  
**BASSHEAD**  
Mixed Media on a  
Re-Baroque Sound frame  
20" x 16"  
2014



STEVE WASTERVAL | I LOVE YOU SO MUCH TITO'S Mixed Media on Canvas, 24' x 40", 2013



STEVE WASTERVAL | #PERRIER Mixed Media on Canvas, 24' x 40", 2013





VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

VODKA  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA  
Tito's  
Handmade  
VODKA

YOU KNOW

YOU WANT IT





**JOEY KILRAIN**

*Hailing from South Philly,  
selling out is when you ditch  
your crew, you jump ship  
or you bitch out.*

I was considered a sellout at first when moving from Philly to NYC to pursue the course my spirit vessel desired. Some of my boys jumped ship because the waters were deep, others held on and guided me to where I am now.

[WWW.KILRAIN.COM](http://WWW.KILRAIN.COM)





**JOEY KILRAIN**

**SNEAKER LAMPS**

Mixed-media (wire hangers,  
Umbrella silk, Christmas lights)

Men's Size 8

2013

The inspiration for my lamps came from two distinct places. First, my carpentry class at La Guardia Community College. While studying under John R Baiardi, I became very comfortable with hand tools and manipulating materials.

The second occurred during my return to NYC from South Philly. A video shoot earlier that day, while recording sneakers on a wire, I realized I could turn them into a lamp. By the end of the ride I had developed a prototype, and had wired the idea by that evening. These lamps are a through-back to the good ole days of the 80's. Knowing who's where, who's got 'got', and who's got game. Ya'll know. Regardless if you're down, 'sneakers on the wire' are an iconic image of the 80's. From the hood with love, my lamps serve as a reminder of our past and a guiding light to our future.



**JOEY KILRAIN**

**NO PITY FOR LADY LIBERTY**

EPSON Stylus Pro 9900 on

Archival paper

2' x 3'

(2/22/12)

Besides losing our homes, morals, and minds, we have lost the one great thing our country stood for. Our liberty. The poor decisions from our leader's have led us into the direction of shame and misfortune. 'Get rich quick' and 'Who cares...' are the headlines of their messy thinking. We should have known better.

I personally feel, as a human being, we have lost our souls. Our relentless pursuit of convenience, power, ignorance, and success has obscured our visions. We are all to blame. Our nation's (un)intended course of action has lead me to depict our Lady of Liberty as a topless dancer working at a trashy gentleman's club. The men surrounding the table represent individuals we've given power to that are benefiting from our misfortunes.



# NOT WAITING FOR THE GALLERIES



DOWNTOWN FUNNY  
185 MAD ST  
NEW YORK NY 10014

A portrait of Rodrigo Valles, a man with short dark hair and a light beard, wearing a black V-neck shirt and a thin chain necklace. He is standing in front of two large, vibrant abstract paintings. The painting on the left features a figure in a red garment, while the one on the right is dominated by blue and red brushstrokes. A red rectangular box with white text is overlaid on the top left of the image.

**RODRIGO VALLES**

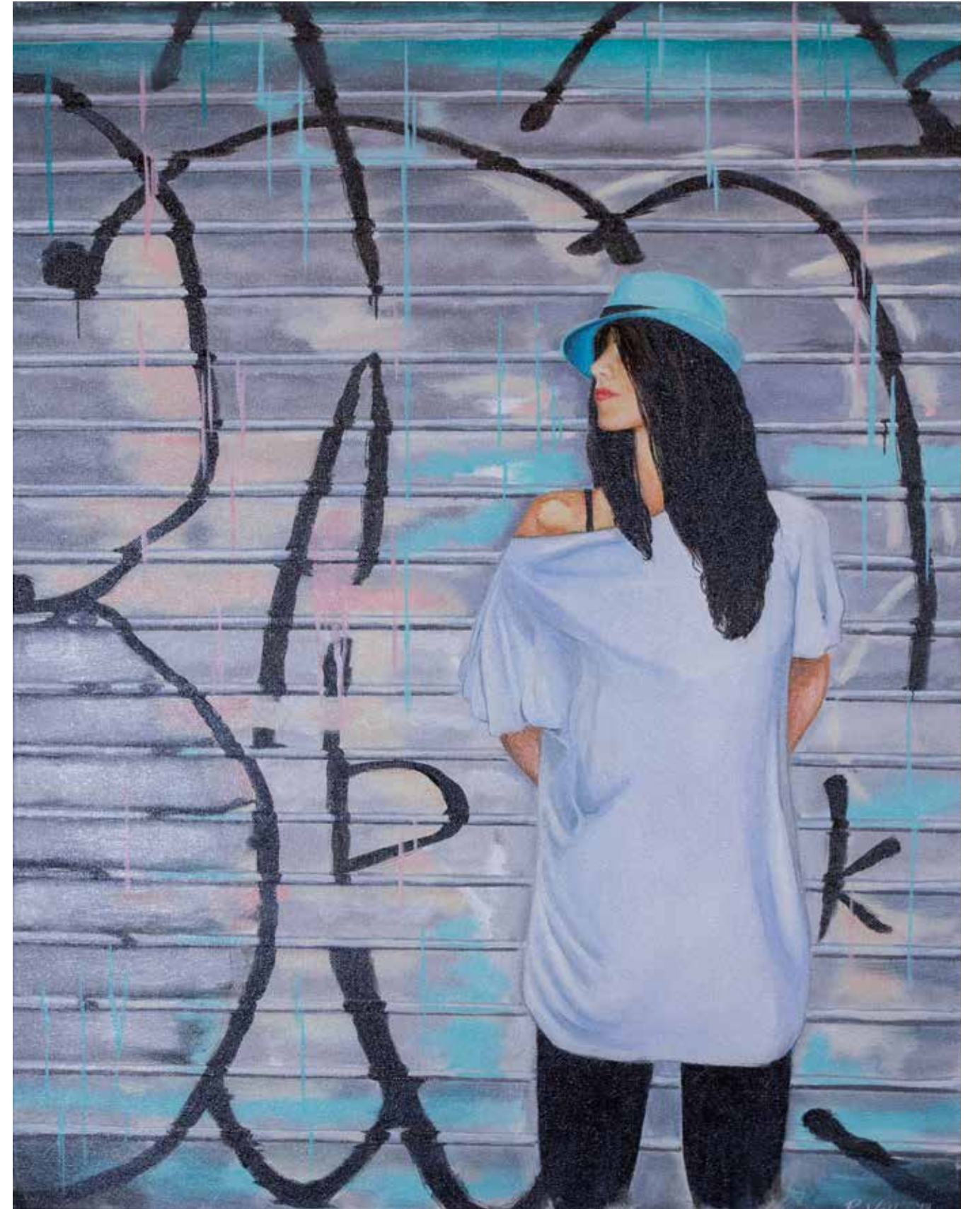
*Given my interest in graffiti, #SELLOUT, to me, means a transmission of what makes that movement a critical era of art history, one which is currently creating ripples in the art world and the mainstream.*

I am confident that the anti-establishment and counterculture attitude that was the foundation of artwork in the streets, is on the verge of mainstream acceptance as a valid, innovative, and highly valued form of "art." As such, I want to take my place with the other fine artists who champion graffiti and street art as an art category that must be acknowledged.

[WWW.RODRIGOVALLES.COM](http://WWW.RODRIGOVALLES.COM)



RODRIGO VALLES | GRAFFITI TRUCK Oil on Canvas, 2012



RODRIGO VALLES | CHRISTINA IN QUEENS Oil on canvas, 22" x 28", 2013



PIA'S RODRIGO VALLES | KISS Oil and spray paint on canvas, 24" x 28", 2013



RODRIGO VALLES | MEATPACKING DISTRICT DEBACLE Oil on canvas, 36" x 48", 2013



RODRIGO VALLES | CORNBREAD Oil on canvas, 24" x 24", 2013



RODRIGO VALLES | MY DISGUST AND MY PRIDE ON PARADE Oil on canvas, 22" x 28", 2013



**#AmericanDream**



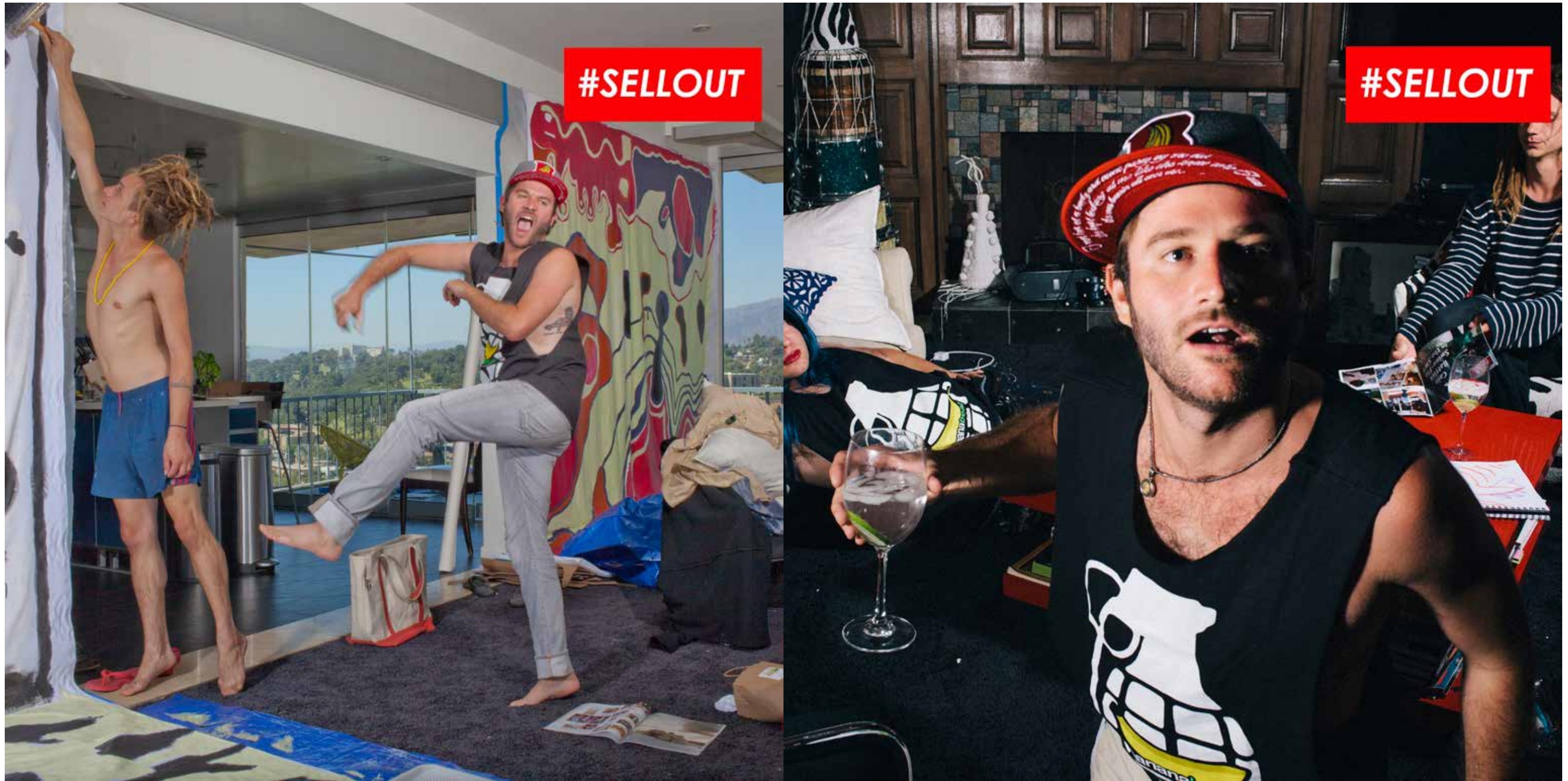
## CHISM "CAIN PIERCE"



*#SELLOUT is about the evolution of art in a society with information overload. It is doing whatever it takes to be noticed, earn a cult following, and produce in order to become a success as an artist.*

Chisum Armstrong Pierce is a mixed media photographer and performance artist. Much of his work deals with his life, the lives of those around him and the nature of celebrity. His work has wide reach varying from still-life's to fantastical portraiture as part of an ever-growing body of work and styles.

[WWW.CAINROCKS.COM](http://WWW.CAINROCKS.COM)



CHISM PIERCE | CAIN STORM / 1% ZOMBIE DuraTran Prints Lightbox, 36" x 36 x 6", 2013



**CHISM PIERCE**  
**CAIN POP-UP SHOP**  
Mens T-shirt, Women's T-shirt, Women's Tie Die  
tank tops, #SELLOUT sweatshirts, New Work  
Magazine, & U-Weekly Magazine  
2014

# GIVING ARTISTS A WAY TO SHARE, SELL AND MEET

#sellout @ Reverse

<http://t.co/meD0ZzBtIG>

Kenny Guzman  
@kennykminid

SexSells #SELLOUT

I work with the coolest crew #YAY

"got my hair did!" for #sellout

[Production Post Art @mimimind](#) [@sage](#)

Love is in the air #handmadestamp

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

Thanks for coming out to support

[@SELLOUT](#) [@Brooklyn](#) [@Brooklyn](#)

"No Pity for Lady Liberty." Some art I

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

#sellout #ericasellers #thegrind

Sneakers made out of thrown out crap

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

@partygirlrachel + art + dancing =

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

So perfect. #SELLOUT #Brooklyn

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

To buy or not to buy?

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

#SELLOUT

So I've been ramping up, helping my

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

Nico nails @champagnopppoye!

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

Such a great turn out!! Thank you

everyone for coming to support #SELLOUT we love you

[@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#) [@mimimind](#)

Stephanie M. Cirillo

*Titto's.*



*Handmade*

VODKA

*Tit*



*Hand*

VODKA

*Titto's*



*Handmade*

**FOR MADMEN**

**ONLY**





**JAMES D. RIVAS**

*An individual promoting themselves nontraditionally  
is automatically considered a #SELLOUT.*

With an art background and an artisanal aesthetic, my goal is to break traditional perspectives by incorporating design into art. Jeff Koons and Ron English are my favorite sellouts because they've collaborated with some of the most mainstream celebrities without sacrificing their originality. Fuck the haters and keep it one hundred.

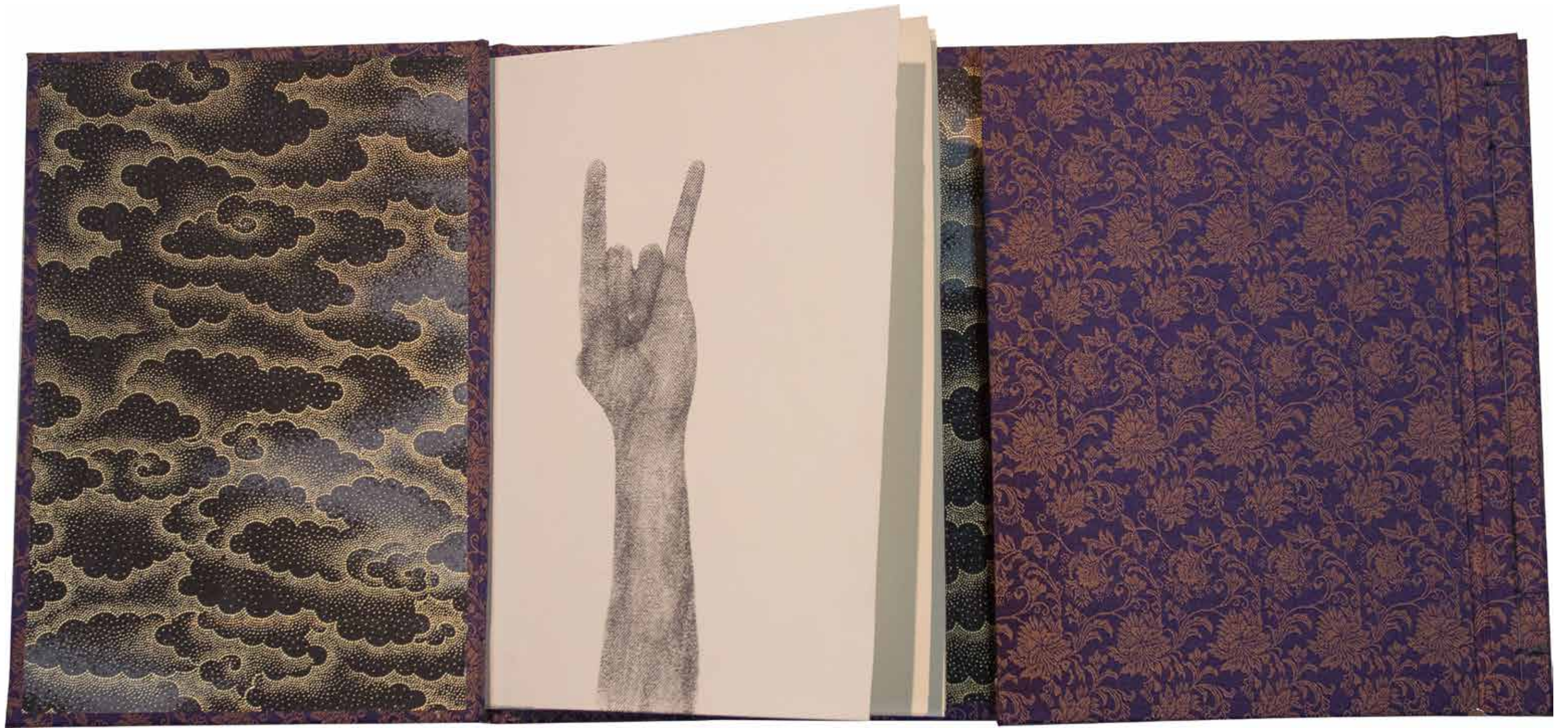
[WWW.JAMESDRIVAS.COM](http://WWW.JAMESDRIVAS.COM)



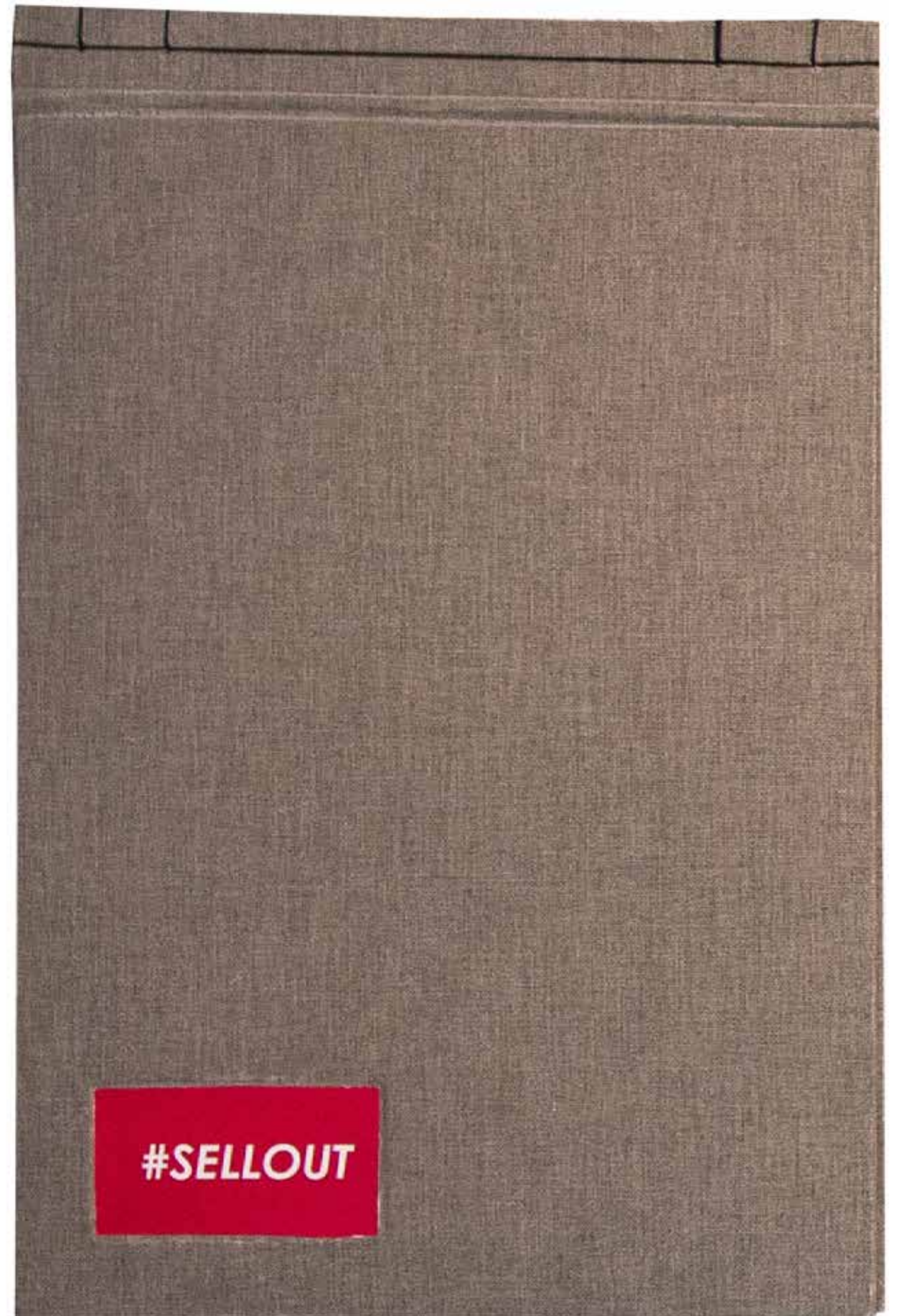


JAMES RIVAS | CRINGE Transferred ink on archival paper in gold frame, 11" x 17", 2013





JAMES RIVAS | GESTURES (Hand bound book, transferred ink, & acrylic on cotton paper), 11.75" x 18.25", 2013

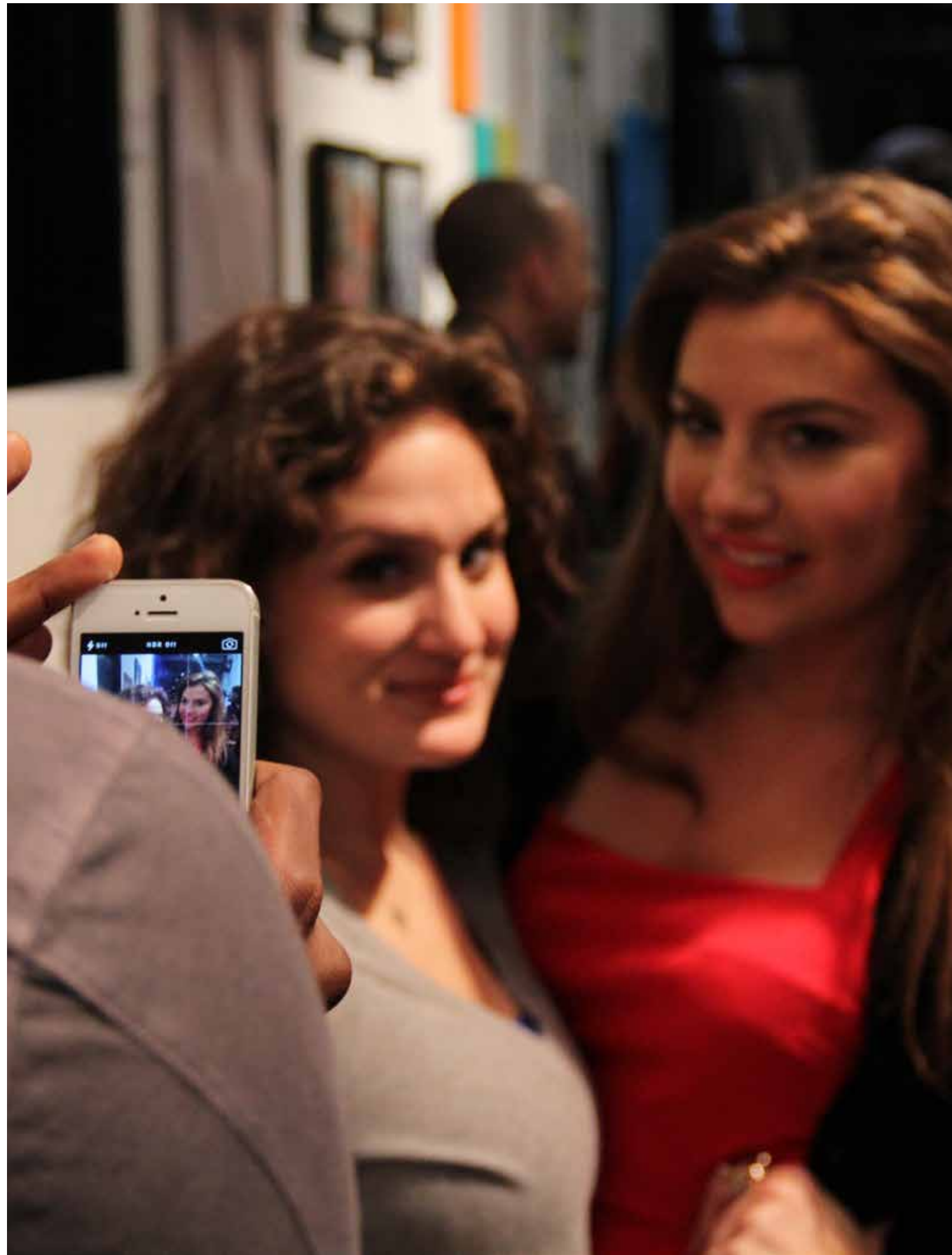


JAMES RIVAS | SELLOUT (Hand bound book, mixed media on handmade cotton paper), 11.5" x 17.5", 2013

THE BROOKLYN

BEER







**WHEN PEOPLE STOP BEING**

**POLITE, AND START**

**GETTING REAL**

**NICASIO FERNANDEZ**



*#SELLOUT means a group of artists moving forward in an unconventional way to showcase themselves understanding that struggle is the enemy we all have to encounter.*

I'm interested in connecting with new people / artists and promoting myself rather than waiting on someone else's opinion.

[WWW.NICASIOFERNANDEZ.COM](http://WWW.NICASIOFERNANDEZ.COM)





NICASIO FERNANDEZ | PORTRAIT OF MY MOTHER, THIS BISH Mixed Media on Canvas, 32" x 40", 2014



NICASIO FERNANDEZ | GOT MY HAIR DID! Oil on Canvas, 24" x 24", 2013



REMEMBER THAT TIME, WHEN YOUR BALLS TOUCHED YOUR SHOES? | Oil on Canvas, 30" x 36", 2014



Check out @champagnepoppeye in @worstfall\_design's #SELLOUT art show.

6 hours ago

James Rivas @jamesrivas



jamesrivas #SELLOUT ing at REVERSE gallery #Brooklyn @jamesdrivas

22 minutes ago

Steve Wasterval™ @SteveWasterval



#joscoffeeshopaustin reppin in #BROOKLYN in the #artevent of the year #SELLOUT #painting by #NYC #artists @stevewasterval with our awesome sponsor #ilos #toshandmadevodka #tosvodka #vodka #reversegallery opening tonight in a #cainstorm #cainstorm2014 @joscoffe

11 hours ago

Cain @cainveah



Event Preview x Steve Wasterval

#SELLOUT @joonbug <http://t.co/mh2oDodiE>

12 hours ago

Steve Wasterval™ @SteveWasterval



"Pia's Kiss" @ the #sellout show.

4 hours ago

Nona Willis Aronowitz @theonawill



#Art by my friend @nywolf! #sellout

#instaart #instanyc #instagood #instalove #instagrammyc #brooklyn #haartny #ny #j #newyork #vscocam #vscoc

5 hours ago

lyndsin @lyndsin



T-minus 3hrs until #SELLOUT goes live for #VIP's! #streetart #grafitti #stickerbomb



The @cnn interviewer politely asked if I could try answering her question again without dropping 6 f bombs. I politely declined. #sellout #brooklyn #streetart @mbrainwash @stevewasterval @obeygiant @invaderwashere

7 hours ago

P.O.Z. @whoopaz



Teaching the folks at #Bloomberg how to #SELLOUT

14 hours ago

Steve Wasterval™ @stevewasterval



Love her! @nkpep of @otpym the badass #luxury #travel blog I write for. Checking out the #SELLOUT art show. Wish you were here @michaelaguzy!

21 minutes ago

Stephanie M. Cirillo @scirillo



Remember these?



#sellout #art #brooklyn #nyc

4 hours ago

Audrey Bilups @aoug726



Gallery opening for #sellout

5 hours ago

Jake Teman @jakermie



Love these pillows by @leedelgado

<http://t.co/Z21yywIDBQ> #sellout

8 hours ago

Amanda Neville @furiousmardy



#sellout opening with Fernando Eguchi <http://t.co/EXX5Z4jck8>

8 hours ago

Robert Hickman @robislastry



We have arrived! VIP opening night 2night! Public opening party 2moro. See you there! #SELLOUT <http://t.co/LBGdbA8dV4>

14 hours ago

WorStofett D. #1 @WorStofDesign



#sellout bitches

less than 2 minutes ago

Alec Mergenthaler @alecmrg



#SELLOUT #show in #williamsburg #brooklyn with reginaldjean and Joey in front of his lady liberty... <http://t.co/pK3nLof3HX>

5 hours ago

Steaks @shinasteaks



#sellout @ Reverse



"Sex Sells" by @leedelgado #sellout

@ Reverse <http://t.co/KbcWoueSax>



#packed #vip night at #sellout

4 hours ago

Cain @cainveah



His & Hers #SexSells #SELLOUT

4 hours ago

Lee Delgado @leedelgado



These scarves are art t

<http://t.co/5VRAEXipZ8> p #sellout

5 hours ago

Amanda Neville @furiousmardy



His & His? #SexSells #

Reverse <http://t.co/0x8EfigzJlTl>

3 hours ago

Lee Delgado @leedelgado



His & His? #SexSells #

Reverse <http://t.co/0x8EfigzJlTl>

3 hours ago

Lee Delgado @leedelgado



A hand is holding a rectangular sign with the text "THIS IS WORTH MORE NOW" written on it in a bold, sans-serif font. The sign is white with black text. The background is a solid red color.

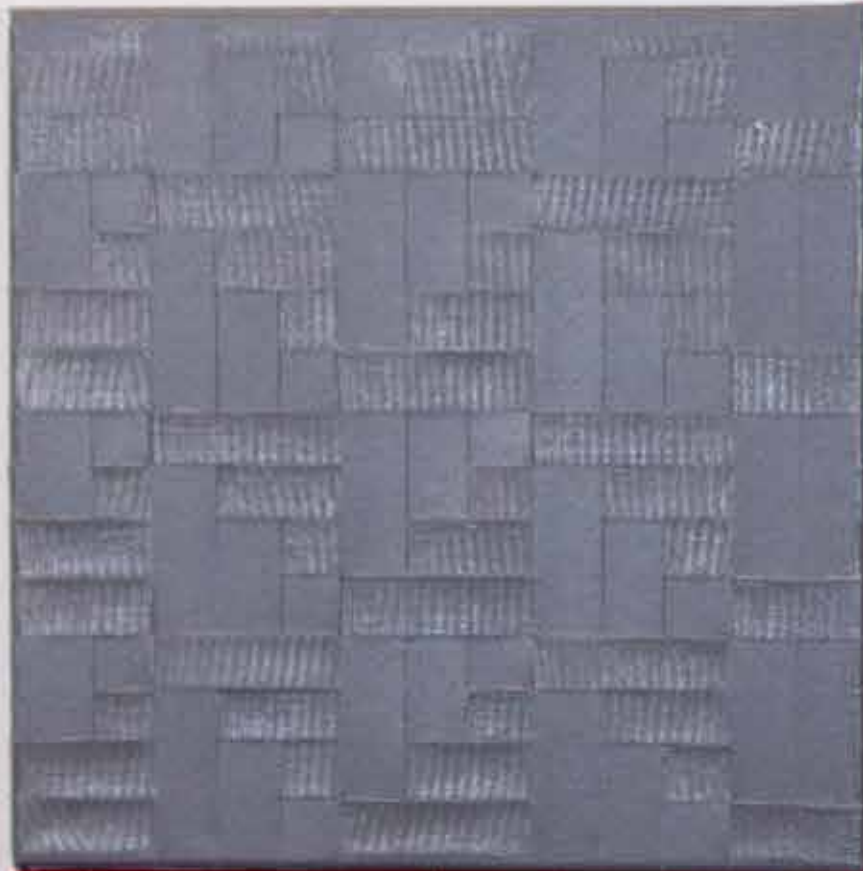
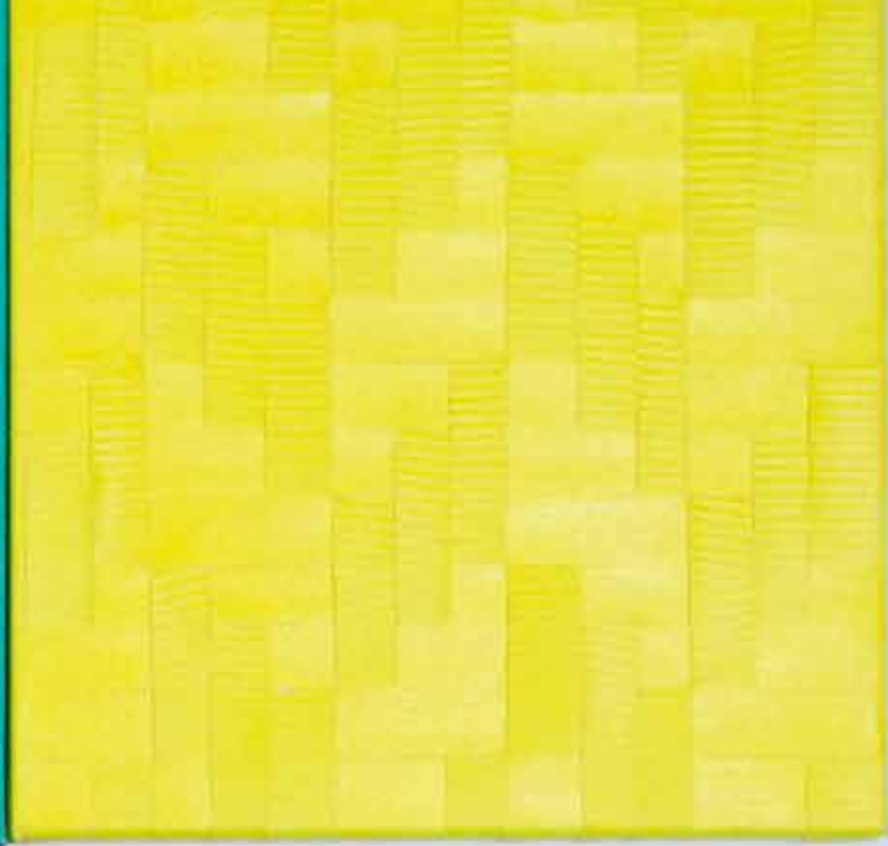
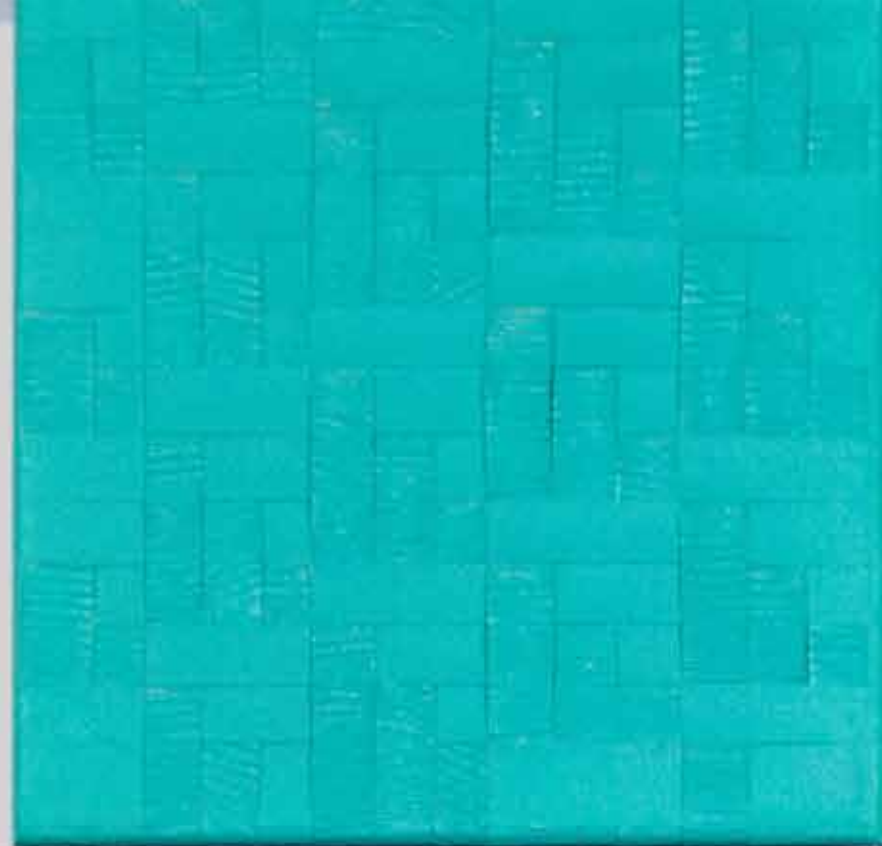
THIS IS  
WORTH  
MORE  
NOW

**COMPROMISE IS IN THE  
EYE OF THE BEHOLDER**

**YOU THINK YOU KNOW,**

**BUT YOU HAVE**

**NO IDEA**



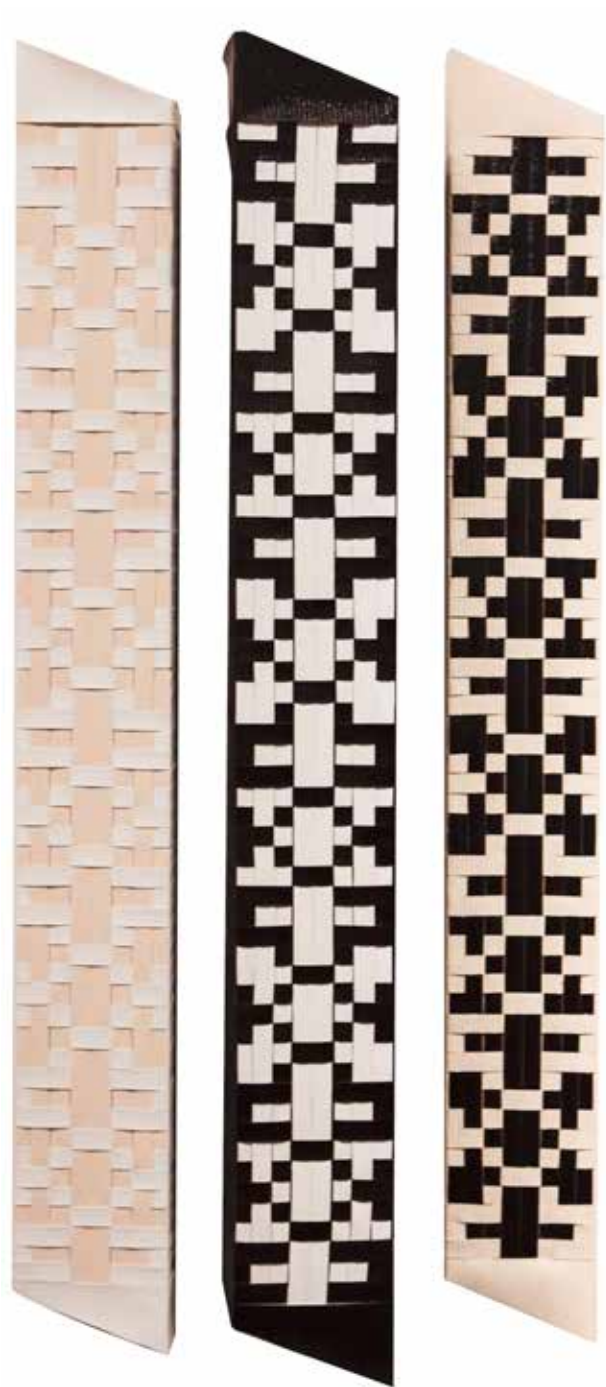


**GIOVANNA DIAMENTE**

*#SELLOUT to me means, doing whatever you can to promote yourself to the public.*

You are going about in a non-traditional way, not waiting for galleries to decide if you're ready or not to show your work, and getting your name out there.

[WWW.GIOVANNADIAMENTE.COM](http://WWW.GIOVANNADIAMENTE.COM)



**GIOVANNA DIAMENTE**  
**THRESOME**  
Acrylic on Woven Canvas  
40" x 40"  
2013



**GIOVANNA DIAMENTE**  
**UNTITLED FORMATION**  
Acrylic on Woven Canvas  
48" x 60"  
2013

# STRENGTH IN NUMBERS





MY KID COULD DO THAT





RACHEL COHEN

*#SELLOUT would best be expressed in a free verse, free association poem from the made-up, made-for-TV movie "Boobs and Vag: The Rachel Cohen Story"*

If money were no object, what I'd really like is to do: Wayne's World for a living. It might happen.

[WWW.RACHELCOHENART.COM](http://WWW.RACHELCOHENART.COM)

RACHEL COHEN  
YOU'RE WELCOME  
Video  
2013





**ITS NOT AN ART SHOW,**

**ITS ART**



CONSUMPTION OF ALCOHOLIC BEVERAGES MAY IMPAIR YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONSUMPTION OF ALCOHOLIC BEVERAGES MAY IMPAIR YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

ALC. BY VOL. DATE PRINTED ON BOTTLE

**YOU CAN'T HANDLE**



**THE TRUTH**





on Rachel action



ght #ME I am #art!



paper #sellout #kitty



Behind the scenes #SELLOUT video

#brooklyn @stevewasterval @worstofall\_design @saucombosso

14 hours ago

Stephanie M. Cirillo @scirillo



Lee doing what he does best.

#sellout #design#creative #success



All of Williamsburg came out for #SELLOUT line out the door #isthisclub? #lol

less than a minute ago

Stephanie M. Cirillo @scirillo



Come out and see my display at

#Sellout! Opens tomorrow. All details at www.hashtagsellout.com. This awesome piece just SOLD! Message for early inquiries! #figurative #graffiti #lowbrow #popsurrealism #painting #art #spraypaint #urbanart #sold #woman #brunette #artlife #artwork #newcontemporary #nyc #newyork

11 hours ago

Rodrigo Valles @rodrigovallesart



I Am Art Now. Spontaneous

performance, tagged my shirt. \$1,400. Haha jk #artlife #aestheticvoyager #artbyangelogiokas #inthecompanyofqueens #privateuniversestudio #sellout #sempertibi #process #raw #getahtit #followyourbliss

an hour ago

Private Universe Studio™ @artbyangelogiokas



I'm here, now what? #sellout

4 hours ago

apomithyo @apomithyo



His & Hers #SexSells #sellout

5 hours ago

Lee Delgado @leedelgado



#nofilter, #sellout #manystyles

#brooklyn #nyc frost and Union... GO #PAZ IT's ur fucking BIRTHDAY! #stevewasterval @stevewasterval and the team, u be killing it @rebaroque I SAID SELLOUT #HASTHA SELLOUT #DEARWORLD #FUCKWITHTHIS!

7 hours ago

Eric Maitrepierre @franchk003



@SteveWasterval #SELLOUT

@LifeandTimes http://t.co/w9WHISXQQD

10 hours ago

Vinny Price @Vinny\_718



#SexSells #SELLOUT

5 hours ago

Lee Delgado @leedelgado



#cainstorm2014 #SELLOUT @garzajon

21 hours ago

Cain @cainwast



Get it right get it tight #sellout

@champagnepoppeye

7 hours ago

James Rivas @jamesrivas



Art by @rodrigovallesart. If you live in NYC see his work and pieces by others at the #SELLOUT show this Friday at the Reverse Gallery.



@QtipTheAbstract and @fatbellybella

at @OutputClubBK spinning was lit! Great way to get over #humpday & #SELLOUT http://t.co/WALgFL39W

14 hours ago

cainevash @cainevash



NYC- Jan 9th is the opening of the #SELLOUT exhibition at the @\_reverse\_art gallery. Pictured: Rodrigo Valles http://t.co/CNMxQKNL2A

10 hours ago

Yoy! LA Magazine @Yoy!LArag



#sellout #yessir

3 hours ago

Erio Maitrepierre @franchk003

"Awesome event! I love to #SELLOUT! Special thanks to Patricia Young, Lee Delgado, Andrew Werdna, Sheina Steaks, Reginald Jean-Felix, jdx, Branden Skerret, Hugh Bennett, Christa Moeller, Michele Fox, Keena Gonzalez, Frank Sabatte, Steve Wasterval, Mike Wolf, Pia Silva Wasterval, Dana Salvatore, @Sandra Mack-Valencia, Kevon Greene, James Rivas, Stephanie M. Cirillo"

an hour ago

Joey Kilrain



bravo boys, you killed it!!

#packedhouse #sellout #getit #loveyou @stevewasterval @cainevash #chisum\_stevo

2 weeks ago

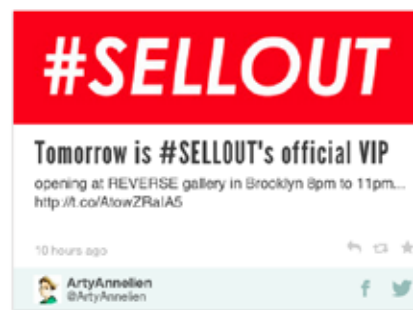


Brooklyn Deli cre8lluv #sellout @

Reverse http://t.co/K0E9eVb0CH

5 hours ago

Kenny Guzman @kduAmind



10 hours ago

ArtyAnnelien @ArtyAnnelien



LAFEMMEMONET X GIOV. DIAMANTE #SELLOUT @ Reverse

http://t.co/0RXRCZk6T1

4 minutes ago

Elyssa Monet @LaFemmeMonet



Printed prettiness. #s

5 hours ago

Natalia @nataliakras



"Mixed media sound sc

#Sellout in Williamsburg http://t.co/...

5 hours ago

Caitlin Kelly @calkelly



# MIKAL HAMEED



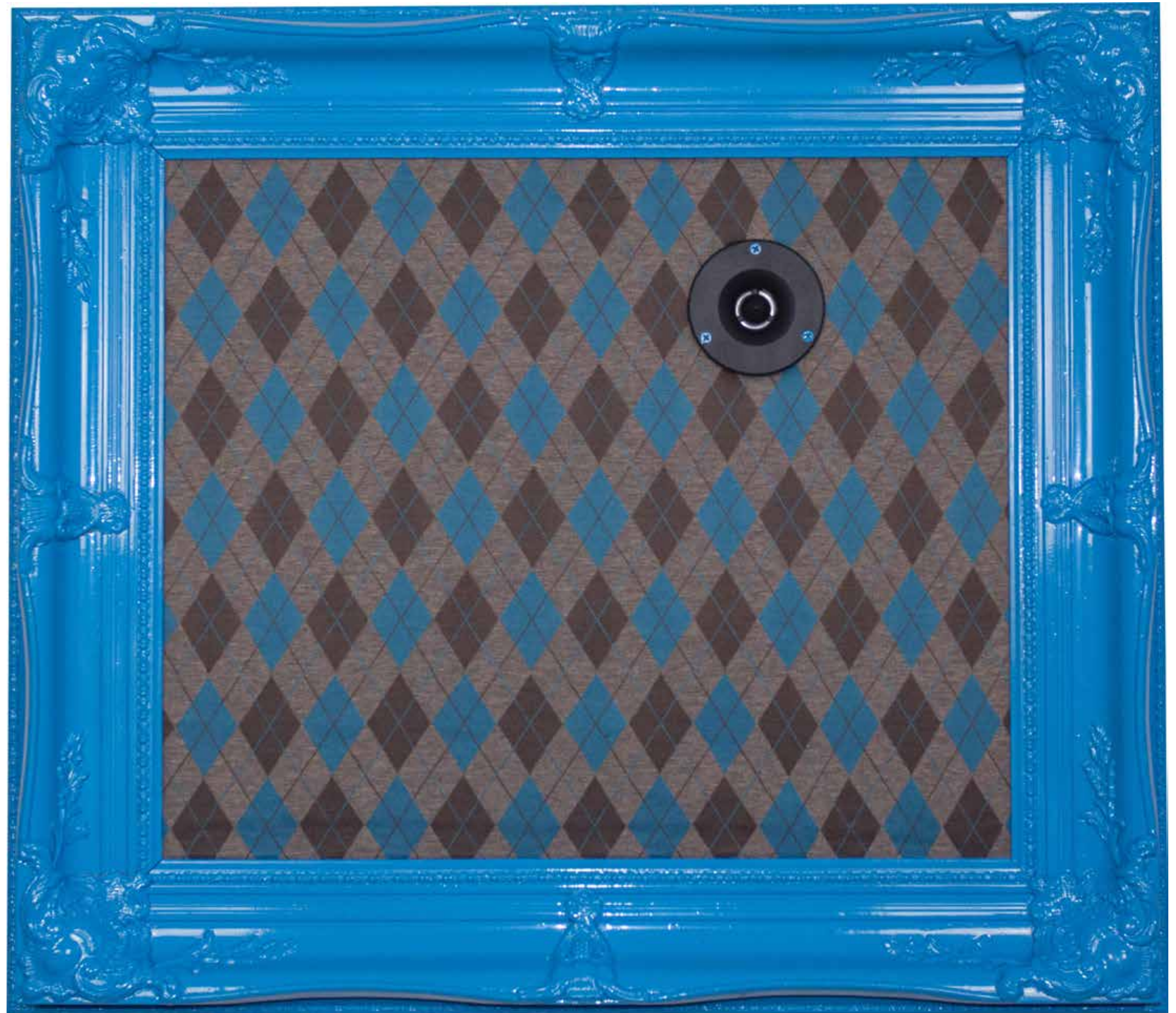
*I'm a #SELLOUT simply because I believe in my self and I'm willing to do anything to accomplish my goals.*

I have been called many things along my path to perfection. When I heard this would be the name of the show I was stunned, but then I realize that this term could be taken multiple ways: negative/positive, funny, selling out all my artwork/product at the show (It's what we do).

[WWW.RE-BAROQUE.COM](http://WWW.RE-BAROQUE.COM)



**MIKAL HAMEED**  
**KINDA BLUE**  
**REBAROQUE ARGYLE SERIES**  
Mixed media sound sculpture  
32" x 28"  
2014



**MIKAL HAMEED**  
**LADY DAY**  
**REBAROQUE ARGYLE SERIES**  
Mixed media sound sculpture  
32" x 28"  
2014





TITAN



#SELLOUT

This World is BEING  
NYC and  
SM



**NO C'EST**

**UN SELLOUT**

## JEREMY SILBERBERG



*#SELLOUT challenges art by encouraging artists to promote themselves and one another.*

When an artist's work fails to address a controversial social dilemma or the most recent cause du jour, it is oftentimes dismissed as irrelevant or unimportant. Moreover, the neglectful artist's values are roundly criticized. In doing so, artists' creative endeavors are celebrated. When an individual vision is united with other, even seemingly disparate perspectives, something transformative occurs. Instead of being understood as self-indulgent or separate, art becomes inclusive. The practice of making art so that it can be appreciated by the public actually entreats viewers and creators alike to employ an alternative method of communication; one that supports a nonverbal and hopefully more meaningful conversation. In this, the desire to show indicates the devotion to engage and inspire others. Being a #SELLOUT is a beautiful thing.

[WWW.JEREMYSILBERBERG.COM](http://WWW.JEREMYSILBERBERG.COM)



**JEREMY SILBERBERG**  
Fabric blend,  
leather, paper  
2012

**JEREMY SILBERBERG**  
Woven textile, suede,  
thread, paper  
2012

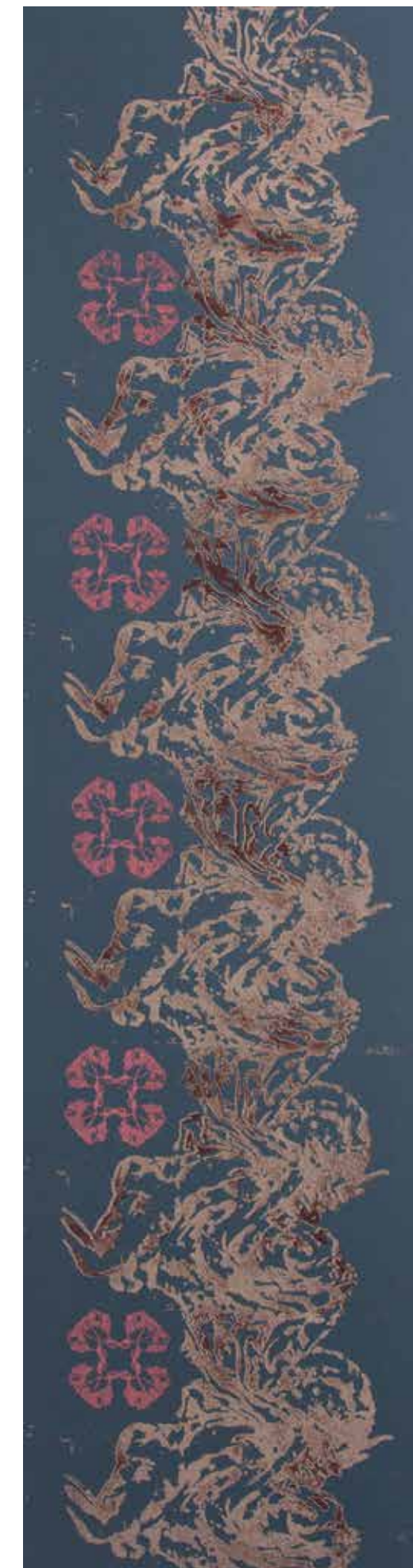
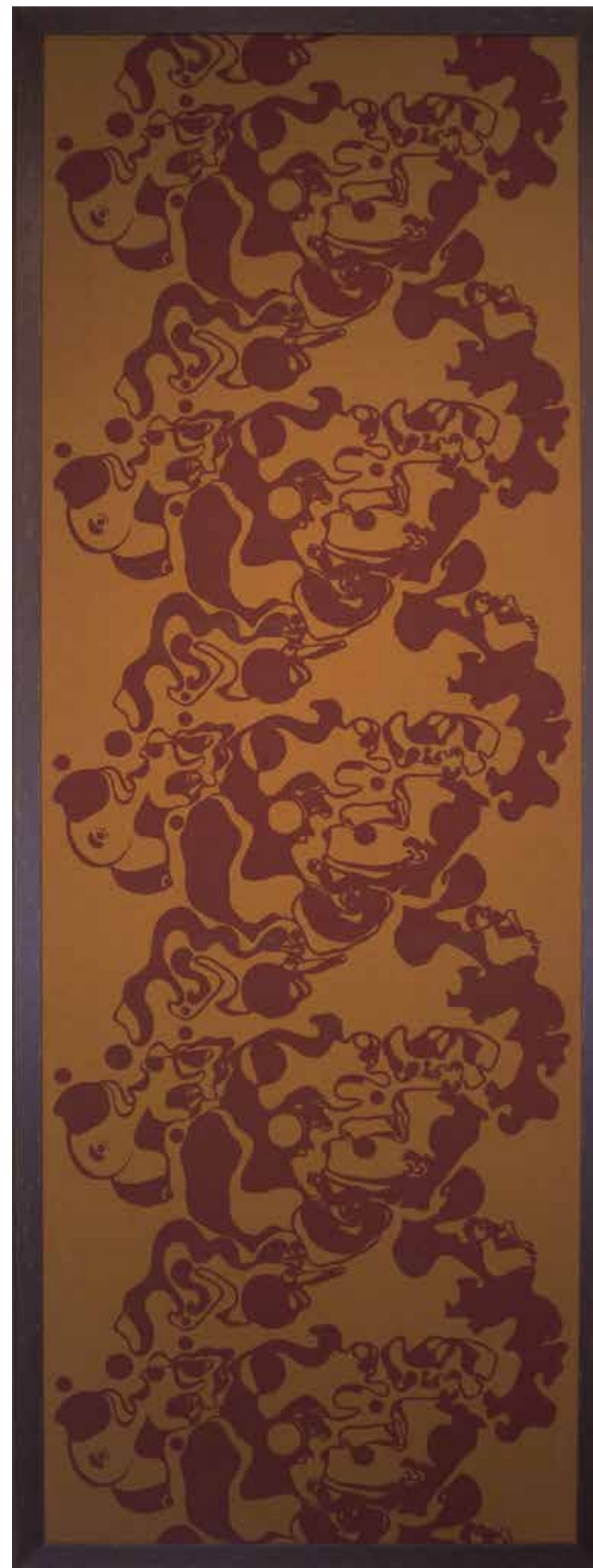
**JEREMY SILBERBERG**  
Woven textile, suede,  
thread, paper  
2012

**JEREMY SILBERBERG**

Thread on fabric

2012

As new shapes, forms and characters emerge from the canvas, the viewer is encouraged to engage in the work in which the customary becomes the unexpected.



IT NEVER GOT WEIRD  
ENOUGH FOR ME





**THE ONLY  
REASON  
THERE ARE  
MASTERS IS  
THAT THEY  
DIDN'T FOLLOW  
ANYBODY**

A portrait of Erica Sellers, a young woman with long, dark, wavy hair and blue eyes. She is wearing a black jacket with intricate white geometric patterns over a dark top and a red skirt. She is looking directly at the camera with a neutral expression. The background is a simple, light-colored wall with a dark metal railing on the left side.

## ERICA SELLERS

*An artist's ability to create something that visually and physiologically speaks to the viewers should not be undervalued.*

I think many artists nowadays are coming to a fork in the road where you either go down the path of making art for creative fulfillment, or art intended to be desired and sold. The path is often associated with negative connotations, such as the idea of "selling out".

[WWW.ERICASELLERS.COM](http://WWW.ERICASELLERS.COM)

**ERICA SELLERS**

**THE GRIND**

Silver Maple, polyurethane

43" x 28"

2013-2014

Part of what makes New York City so astonishing is its vast variety of sounds. Sound creates vibrations which move into space and through other mediums. We cannot see or feel sound, yet we know it's there. In an effort to combine sound with sight, and technology with biology, The Grind represents the sounds of New York City in three-dimensional form. To create the artwork, audio samples of New York City were collected over the span of one month and converted into sound waves. The sound waves were then transformed into various three-dimensional surfaces using 3D modeling software. Finally, oscillations from the audio were milled into reclaimed local wood using CNC technology. The wood grain is emblematic of the passage time, as sound waves vibrate through the grain and create a soundscape.



**ERICA SELLERS**

**SOUND COLLECTIVE - VI**

Paper, enamel, gouache, pen, graphite, Plexiglass mounted on plywood and masonite  
6" x 6" ea.

These artworks illustrate specific records of audio depicted in The Grind. Using 3D software, images of sound waves were abstractly manipulated to create a visual vector element of sound in either two or three-dimensional space. These images were then mimicked by hand to show the connection between computer manipulation & craft, and sound & color.





**MAKING**

**ART POP**

## HANNIEL LEVENSON



*#SELLOUT means building community with super dope fly gangster visual playful seekers.*

My day job is being a Rabbi. If money were no object, I would practice not doing. Its fun to have fun.

[WWW.HANNIELLEVENSON.COM](http://WWW.HANNIELLEVENSON.COM)



**HANNIEL LEVINSON**  
**FISHING IN THE GOD FIELD OF INDRA'S NET**  
Enamel and Play-Doh  
(Deco color, Krink, Sharpie and Play Doh)  
70" x 40"  
2013



A painting of a street scene. On the left, a utility pole is wrapped in a white cloth with a logo that says "TITO'S" and "HANDMADE VODKA". The background shows a street with parked cars and buildings. On the right, a large green wall has the handwritten text "i love you so much Tito's" in brown paint. A red banner is overlaid on the left side of the image.

**GOOD BUSINESS**

**IS THE BEST ART**



**NOT YOUR  
GRANDMA'S  
ANGSTY  
CONTRARIAN  
REBELLIOUS  
ART SHOW**



A photograph of Mike Wolf, a man with short dark hair and a goatee, wearing a black button-down shirt. He is standing in an art gallery, smiling slightly at the camera. Behind him are several large abstract paintings. To his left, a painting features a hand with fingers spread, rendered in bright yellow and white against a dark background. To his right, a large painting depicts a complex, organic, golden-brown structure on a dark green background, with some red floral-like shapes above it. In the top left corner, there is a red rectangular box with the text "MIKE WOLF" in white, bold, sans-serif capital letters.

**MIKE WOLF**

*#SELLOUT sums up a growing awareness amongst artists that our creativity & craft has value.*

I'm interested in doing this show because I strongly believe in the message it represents. I'm also proud to be associated with the other artists that are involved.

[WWW.MIKEWOLFGALLERY.COM](http://WWW.MIKEWOLFGALLERY.COM)



**MIKE WOLFE**  
**LUCIDITY**  
Oil and Spray  
Paint on Canvas  
22" x 30"  
2013



MIKE WOLF | TEACHER'S PET Oil on Wood, 18" x 24", 2013



MIKE WOLF | TWIN PEEK – MANHATTAN Oil and Spray, Paint on Wood, 18" x 24", 2013



MIKE WOLF | TWIN PEEK – BROOKLYN Oil and Spray, Paint on Wood, 18" x 24", 2013

**WHEN DID ART**

**GET SO MANY RULES**



**DON'T  
SELLOUT,  
BUY IN**



A stack of various patterned fabrics, including stripes, geometric patterns, and abstract designs, with a red text box overlaid.

**MAKING ART MAINSTREAM**



A photograph of Julie Van Such, a woman with blonde hair, wearing sunglasses and a colorful scarf, smiling. The background shows a street scene with trees and a fence.

## JULIE VAN SUCH

*I am a #SELLOUT artist because I think it is a topic that deserves some confronting.*

It is an outdated term. We live in an age where work/lifestyle totally crossed over into each other. I do not believe that you can really be a "sellout" if everyone is "selling out" to a certain degree. It should not still be considered an insult. What is being a pure artist anymore these days? Can anyone really survive as an artist without ever selling work?

Julie's work is sold at Henri Bendel, Judith and Charles, and several international boutiques.

[WWW.JVANSUCH.COM](http://WWW.JVANSUCH.COM)



JULIE VANSUCH | STILL SHOT 1 100% silk scarf, digitally printed glass frame, 18" x 18", 2013



JULIE VANSUCH | STILL SHOT 2 100% silk scarf, digitally printed glass frame, 18" x 18", 2013



**JULIE VANSUCH | STILL SHOT 3**  
100% silk scarf, digitally printed glass frame,  
18" x 18", 2013



**JULIE VANSUCH | STILL SHOT 4**  
100% silk scarf, digitally printed glass frame,  
18" x 18", 2013



**PUSH IT,  
PUSH IT  
REAL GOOD**



A photograph of Lee Delgado, a man with a shaved head wearing a black bowler hat and a black hoodie with white drawstrings. He is smiling and looking towards the camera. He is sitting at a desk in what appears to be a studio or office. In the background, there are computer monitors, a desk with various items, and a person working at a computer. A red rectangular box is overlaid on the top left of the image, containing the name 'LEE DELGADO' in white capital letters.

LEE DELGADO

*#SELLOUT to me means an artist can take his personal work & tailor it to the people who like to buy “artsy” stuff from Urban Outfitters because it’s cool.*

The #SELLOUT show was a great opportunity to put my work in front of Williamsburg hipsters and press to see if my work can actually sell. It was great exposure, backed up with some awesome social media marketing to bring an old idea to life. During the day, I design for the screen. This was my first time since 2007 in graphic design school where I was actually holding x-acto blades, hands covered in glue and worrying about print quality. If money were no object, I’d quit designing for the screen (which pays the bills) and go back to getting my hands covered in glue.

My favorite sellout of all time would be Andy Warhol. The way he used pop culture to his advantage was genius and of course, sellable. No longer would he be a struggling artist. I have a passion for graphic tees and Latin dance. On my spare time I take advantage of the shitty looking dance related shirts and design fresh looking ones. I get a kick out of seeing a well known international dancer rocking one of my shirts.

[WWW.LEEDELGADO.COM](http://WWW.LEEDELGADO.COM)



LEE DELGADO | SEX SELLS I Pillows, 20" x 20", 2013



LEE DELGADO | SEX SELLS II Pillows, 20" x 20", 2013



LEE DELGADO | SEX SELLS III Pillows, 20" x 20", 2013



IT'S LIKE PEOPLE ONLY DO THINGS

BECAUSE THEY GET PAID, AND THAT'S

JUST REALLY SAD



FEDERAL RESERVE NOTE

I SELL,

THEREFORE, I AM

THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE

F 81704762



704762 F



WASHINGTON, D.C.



*E Pluribus Unum*

SERIES 2009

*Timothy F. Geithner*

Secretary of the United States

Secretary of the Treasury

ONE DOLLAR



FERNANDO EUGUCHI

MELHOR FORA DO QUE DENTRO  
(BETTER OUT THAN IN)



**FERNANDO EUGUCHI**

**PROTEJA-SE**

Stickers on cardboard mounted  
on wood board B5 (7.17" x 10.12")  
Made in TOKYO  
2010

**FERNANDO EUGUCHI**

**ACID DREAMS**

Decals and tape mounted on  
wood board B5 (7.17" x 10.12")  
Made in TOKYO  
2010



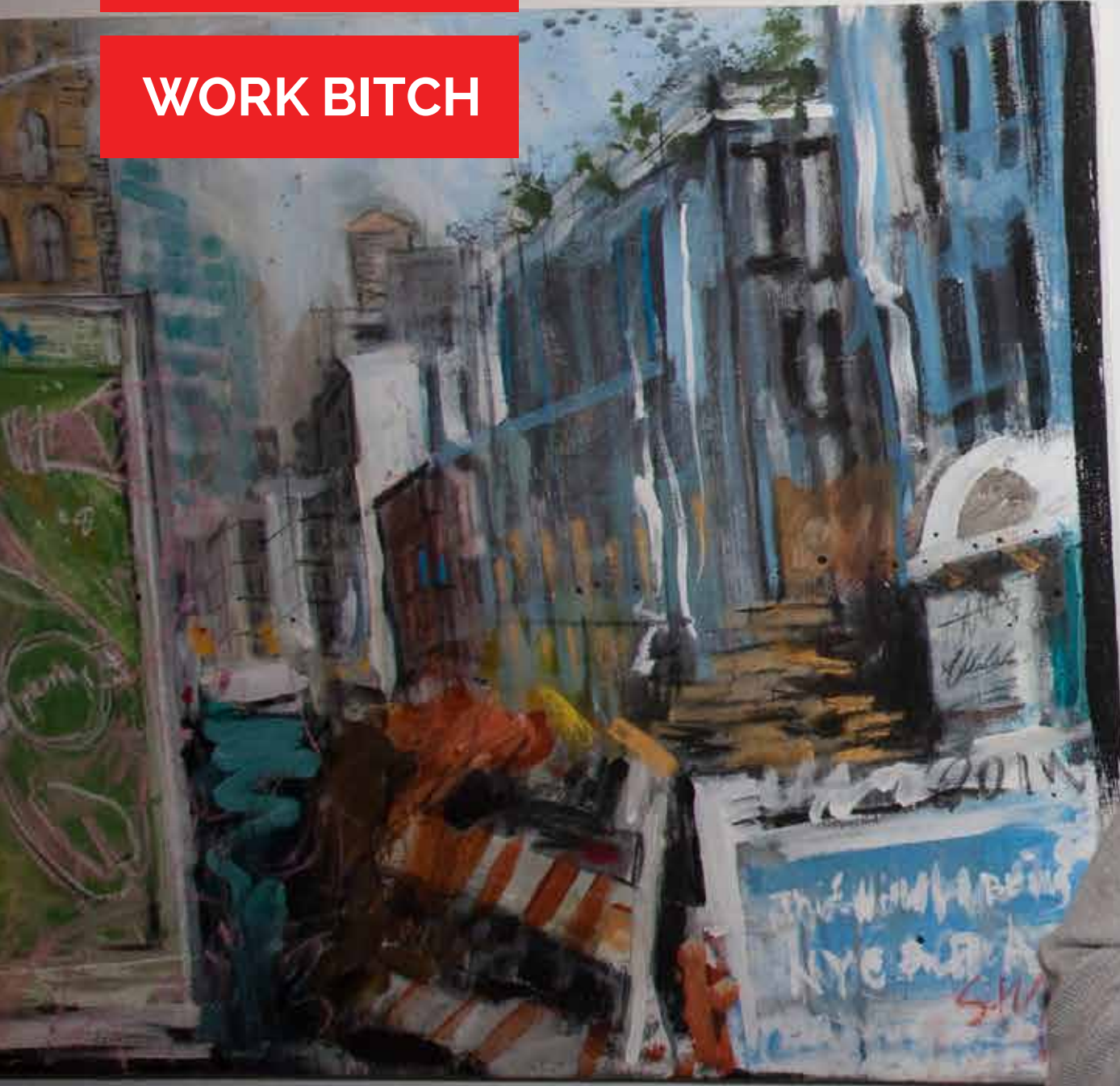
**FERNANDO EUGUCHI**

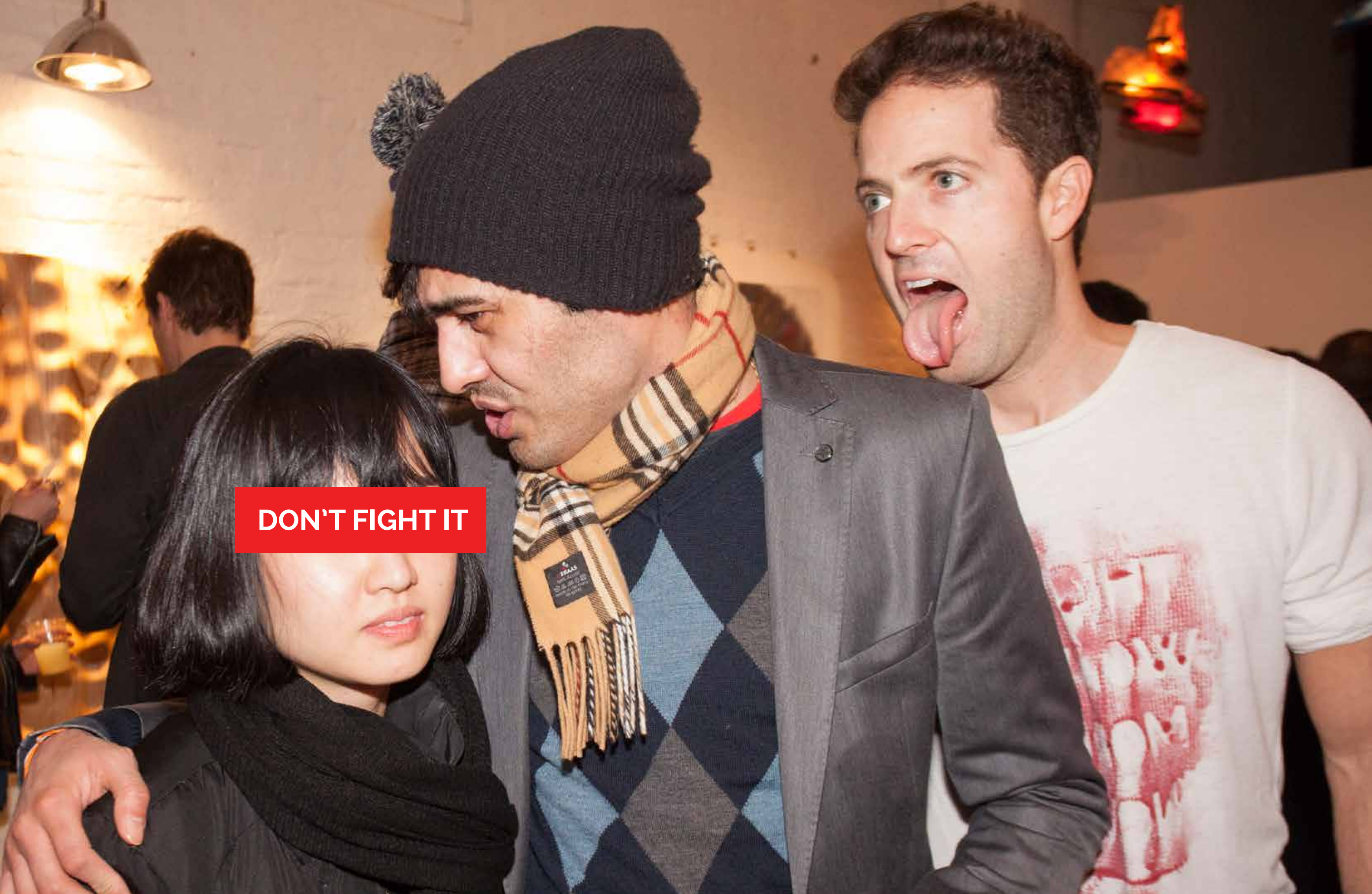
**SCALE**

Stickers on cardboard mounted  
in wood frame 5.25" x 7.25"  
Made in NYC  
2013

YOU BETTER

WORK BITCH





**DON'T FIGHT IT**

**#SFILLCUT**



**Worst of All Design**

WORSTOFALL DESIGN is a boutique creative studio in Brooklyn that creates badass brands for bold businesses to invigorate their leaders and inspire loyal followers.

#SELLOUT is brought to you by Worstofall Design. Like the book? Drop us a line to find out more about our branding projects or how your brand can become art.

[pia@worstofalldesign.com](mailto:pia@worstofalldesign.com)