

"Kelly Heaton: Live Pelt."
The Week 3, no. 123
September 19, 2003, p. 28.

Where to buy ...

A selected exhibition in a private gallery

Kelly Heaton: 'Live Pelt'

at Ronald Feldman Fine Arts, New York

Artists have been decrying consumer culture since at least the Industrial Revolution. Few, though, have come up with an idea as original as Kelly Heaton's latest project. "Live Pelt" is a multimedia installation that chronicles the transformation of 64 previously owned Tickle Me Elmo dolls—based on the popular character from TV's *Sesame Street*—into a vibrating woman's coat. Each step of the transformation is performed by a character created and played by Heaton, then captured in a documentary film on the process. Exploring how popular commerce has invaded the Internet, the Trapper purchases all the Tickle Me Elmos on eBay. The Industrialist skins the "pelts" from the dolls; the Taxidermist stuffs and mounts the leftover heads on plaques; and various other characters interact with the finished coat. Stills from the film and other artifacts from the project will be sold in the gallery. But in almost



A genuine Tickle Me Elmo-skin coat

perfectly circular fashion, 61 mounted Elmo-head plaques will be auctioned off on eBay, as will the final Elmo-pelt coat. *Prices for photographic prints start at \$2,500. Bidding for plaques starts at \$1; for the coat, \$35,000.*

*31 Mercer St., (212) 226-3232
Feldmangallery.com; through Oct. 11*