

The Bruce High Quality Foundation
Pizzatopia
March 31 - April 22, 2016



Pizzatopia
by The Bruce High Quality Foundation

The Pizza Principle is an economic law that states that the cost of a slice of plain cheese pizza in Manhattan will match the cost of a single subway fare. This law has held true since 1959 when the first Ray's Pizza opened on Prince Street.

Problem:

In 1959 the cost of a slice (or a ride) was 15 cents. The average residential rent was \$60. Adjusted for inflation these figures are \$1.22 and \$455 respectively.

In 2016 the cost of a slice (or a ride) is \$2.56.

In 2016 what is the average residential rent in Manhattan?

About The Bruce High Quality Foundation

The Bruce High Quality Foundation, the official arbiter of the estate of Bruce High Quality, is dedicated to the preservation of the legacy of the late social sculptor, Bruce High Quality. In the spirit of the life and work of Bruce High Quality, we aspire to invest the experience of public space with wonder, to resurrect art history from the bowels of despair, and to impregnate the institutions of art with the joy of man's desiring.

Professional Challenges. Amateur Solutions.

The Bruce High Quality Foundation creates installations, videos, paintings, sculptures, performances, and institutions that reveal their collective creative agency within the seemingly monolithic forces of art and social history. BHQF's work has been presented at McClain Gallery, Houston; Almine Rech Gallery, Brussels; Vito Schnabel, New York; Mark Fletcher, New York; The Brooklyn Museum, Brooklyn; Contemporary Fine Arts, Berlin; Galerie Bruno Bischofberger, Zürich and St. Moritz; Lever House Art Collection, New York; Susan Inglett Gallery, New York; Fondazione Sandretto Re Rebaudengo, Turin; and Exit Art, New York. BHQF was included in the Whitney Biennial and Greater New York in 2010, and in the Lyon Biennale in 2013.

For more information or image requests please contact:
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Image: *Pizzatopia*, 2012, Oil paint, flex foam, wood, plexiglass, 112 inches in diameter, approximately 10 inches in height (284.48 cm in diameter, approximately 25.4 cm in height)