

**For Immediate Release**

*A NEW HIVE*

An Installation Curated by Derrick R. Cruz

Organized by Carlos Quirarte

Presented By Earnest Sewn Co., Häagen-Dazs Ice Cream and St. Germain Liqueur

July 9<sup>th</sup> – July 31<sup>st</sup>

Opening Reception July 9th, 7pm - 9pm at Earnest Sewn Co.

[www.ANewHive.org](http://www.ANewHive.org)

New York, NY, 20 June 2008 – As part of its ongoing installation series, Earnest Sewn Co. hosts *A NEW HIVE*, an installation at their flagship store in the Meatpacking District of New York City in July of 2008. The work takes the current mysterious and alarming en masse disappearance of honeybee colonies as an opportunity to stage a hyperreal environment in which nature and myth return to influence science and industry, causing balance. “The rich folklore and natural history of honeybees inspires an ethereal childlike curiosity in individuals,” said Derrick R. Cruz. “Curiosity leads to contemplation, internalization, and then to genuine concern. I hope *A NEW HIVE* will help us regain respect for these amazing creatures; after all, almost everything we eat is made possible by bees.”

This important and timely event draws New York’s attention to the honeybees’ plight -- Colony Collapse Disorder (CCD) -- via project specific apiarian inspired sculpture, drawings, couture, limited edition accessories, curated antiques and live specimens. With this combination, Cruz hopes to begin a visual dialogue that will foster a desire to coexist with natural systems rather than exploit them to oblivion. “Its an optimistic place that will help us consider our role in what is shaping up to be a precarious future,” said Cruz. *A NEW HIVE* will continue as a traveling exhibition touching on mayor cities around the world to incorporate local talent and local beekeeping efforts expanding the reach of its message -- the next targeted cities are Los Angeles and Berlin.

Cruz’s *A NEW HIVE* and its supporting media create a stimulating arena for visitors to glean the enigmatic influence of even the smallest members of our delicate ecology; an ecology not simply biological, but social and metaphysical.

The exhibit will include collaborative works by New York’s Derrick R. Cruz, Monica Byrne, Cory Gomberg, Caroline Priebe with Alabama Chanin, Ryder E. Robison and Susanne Goetz. Important participants include Andrew’s Local Honey NY, Bees Without Borders, The Brooklyn Bee Apiary, Green Oasis Beekeepers of New York, Death & Company, Flower Girl, Obscura Antiques, PapaBubble Caramels Artesans and RSVP Press.

Proceeds from *A NEW HIVE* will support “A New Hive Non-Profit” for the establishment of new beehives in public gardens, educational programs focusing on the importance of bees and the art of beekeeping, as well as research to develop sustainable beekeeping practices. Funds will also support “Bees Without Borders,” teaching beekeeping skills to economically depressed areas of the globe as a means of poverty alleviation.

The installation will launch with an opening reception on July 9<sup>th</sup>, from 7pm – 9pm at Earnest Sewn Co’s Meatpacking District flagship store.

Cruz is best known for his cult accessories label Black Sheep & Prodigal Sons. His studiously handcrafted works make use of endangered technologies and rare and precious materials to introduce a unique brand of storytelling. In 2007 Black Sheep & Prodigal Sons received the Gen Art Styles International Design Award for accessories. In 2008 Cruz continues his presence at Earnest Sewn and introduces his work at Barneys (NYC/LA) and internationally in Japan, Norway and Australia.

**THE DISAPPEARING BEE (COLONY COLLAPSE DISORDER)**

Honeybees have mysteriously gone missing from their hives all over the world. As of Spring of 2008 nearly a third of U.S. 2.4 million bee colonies have been lost — tens of billions of bees, according to an estimate from the Apiary Inspectors of America. Beekeepers report entire hives abandoned by adult bees who uncharacteristically left behind food and bee larvae, the young that develop inside the hive. The scientific community has named the phenomenon “Colony Collapse Disorder” (CCD).

Entomologists have yet to identify the culprit of CCD, and any treatment for it is confounded by its many possible causes: pathogens; deadly mites; lack of genetic diversity in the bees; sporadic climate changes; widespread pesticide use and even urban sprawl that spreads homes and streets across wild fields of clover, alfalfa and flowers, all sources of bee food. Whatever turns out to be the immediate cause of colony collapse, many entomologists believe such a disaster was waiting to happen: the lifestyle of the modern honeybee leaves the insects so stressed out and their immune systems so compromised that, much like livestock on factory farms, they’ve become vulnerable to whatever new infectious agent happens to come their way.

Responsible for pollinating over one-third of our food crops, honeybees are an integral part of our ecology. Their disappearance is already affecting food production. Total bee extinction would mean that fruit, nut and vegetable plants would not be pollinated, thus food would become scarce. As food costs rise, low income homes would find it difficult to get a nutritious meal -- the same would follow for everyone else. Honey would also disappear from the market and more expensive alternatives to wax would need to be developed to replace its surprisingly varied uses. The vanishing of such a pivotal species would immediately take its toll on the

global economy having grave and lasting repercussions.

#### **RELATED SOURCES**

New York Times, Bees Vanish, and Scientists Race for Reasons  
<http://www.nytimes.com/2007/04/24/science/24bees.html>

National Public Radio, Bee Decline Threatens Farm Economy  
<http://www.npr.org/templates/story/story.php?storyId=6326020>

US News, Bee Crisis May Drive Up Food Costs  
<http://www.usnews.com/usnews/biztech/articles/070413/13honeybees.htm>

National Geographic, Mystery Bee Disappearances Sweeping U.S.  
<http://news.nationalgeographic.com/news/2007/02/070223-bees.html>

Wikipedia, Colony Collapse Disorder

HYPERLINK "[http://en.wikipedia.org/wiki/Colony\\_Collapse\\_Disorder](http://en.wikipedia.org/wiki/Colony_Collapse_Disorder)" [http://en.wikipedia.org/wiki/Colony\\_Collapse\\_Disorder](http://en.wikipedia.org/wiki/Colony_Collapse_Disorder)

#### **AN EARNEST SEWN INSTALLATION SERIES**

The retail store concept for Earnest Sewn emerged in April of 2005 as an outlet to showcase the brand, and tell our story. It gave us the opportunity to merchandise our product the way we envisioned it being displayed, alongside other brands that we are passionate about and inspired by, for their strong concept, innovation, and integrity.

The overwhelming response and brand-identity cultivated by the store, prompted the ‘Back Room Installation Series’ to take form. Each month we invite a like-minded artist, brand, or project to take over the 420 square foot back room space to showcase their concept. Typically we have an event that revolves around each installation, and a partnership or collaboration with the creative team at Earnest Sewn on ideas, space design, or exclusive products.

Earnest Sewn has hosted a plethora of innovators including, New York City-based houseware creator, John Derian, who designed a trophy room complete with taxidermy animal heads adorning the wall as a setting for his collection. Rogues Gallery’s concept shop, “Nowhere Is Too Far” showcased limited edition one-offs, bags, jewelry and accessories from the Maine-based company, as well as highlighted “Stewards Of The North Atlantic,” a charitable project promoting awareness for the endangered Right Whale.

Santa Maria Novella, the oldest pharmacy in modern civilization, collaborated with Earnest Sewn to create a straight razor shave barber shop, where patrons could come in and have an authentic barber shave. The New York City based skin care line, Malin + Goetz fused the modern aesthetic of their product line with the turn of the century dust bowl decor of Earnest Sewn to create an in store apothecary.

The artist, Ian Hundley, exhibited his hand-sewn quilts of geographic maps of rural Germany, which were then featured in Vogue and New York Magazine. The performance art group, Japanther, transformed the space into a Brooklyn block circa 1975, as a stage for their play, “Dump The Body In Rikki Lake” which featured two eight-foot Panther puppets and four original songs performed throughout the piece.

Phaidon books launched Stephen Schore’s American Surfaces book. Motorola collaborated with Earnest Sewn to launch their new Moto KRZR K1 phone by creating a visually captivating art installation that balanced the Earnest Sewn philosophy of paying homage to Americana past with the future of Motorola’s mobile handset design.

Most recently Earnest Sewn worked with the iconic French shoe-label Repetto to create a 90-day pop-up “store within a store” for their first ever U.S. retail initiative. The collaborative installation referenced their Paris flagship store at 22 Rue de la Paix, focusing on Repetto’s two most iconic devotees, Brigitte Bardot and Serge Gainsbourg.

Not only has this concept given the companies we choose to work with an outlet to tell their story, it has also exposed our customer to brands, art, and concepts that we appreciate and respect, while introducing new customers and clientele to Earnest Sewn.

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