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“Stuck on You: Blanket Ad Coverage”
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One man’s club flier, annoyingly stuck to his car’s windshield, is another man’s art. Or so is the case with photographer Jonathan Gitelson. After moving across the street from The Funky Buddha Lounge, a popular nightclub in Chicago’s West Loop neighborhood, Gitelson would inevitably wake to find his car peppered with club fliers advertising upcoming live performances. Rather than discarding the “expensively printed instant garbage,” he gathered up the papers and began collecting in earnest. Within six months he had 1000 fliers, which he diligently spent three months hand-sewing into a cover for his car.

“The Car Project” consists of eight large-scale digitally printed photographs of the cloaked vehicle parked in front of various venues. The photographs have been exhibited along with a metal sculpture apeing the shape of the car, along with the original cover.

Our burning question: what lies beneath? “The car is a 1999 black Honda Civic hatchback (dx). I’m still driving her around town; however, I need to get her an oil change, pronto!” he reports. Ironically, Gitelson never attended any of the announced performances. So much for advertising.