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Museum of Sex presents

FUNLAND

PLEASURES & PERILS OF THE EROTIC FAIRGROUND

A New Art Installation by Bompas & Parr

NEW YORK, NY — The Museum of Sex today announced the launch of Bompas & Parr's *FUNLAND: Pleasures & Perils of the Erotic Fairground*, a new art installation by the renowned London-based conceptual artist duo. It will feature a selection of "carnival attractions" for audiences to enjoy and experience while they contemplate the sexual subtext of carnivals. *FUNLAND* opens to the public June 26th and will be on view through Spring 2015.

The Museum of Sex has commissioned Bompas & Parr – ranked by the *Evening Standard* as one of the "most influential people in London" and considered "culinary deviants" by *The Guardian* – to develop *FUNLAND* as an art installation for one of its galleries. This immersive work will feature five "attractions" designed to stimulate all the senses in some subtle and not-so-subtle ways. Physical, visual and olfactory experiences will be utilized to give the audience a breathless rush of endorphins (similar to those released at the point of orgasm), challenge their strength and agility, and allow them to compete with and impress friends, lovers, and other patrons.

Amongst the interactive experiences, visitors can jump high in *Jump for Joy* a moonbounce made of giant, over-sized breasts, and lose themselves in *The Tunnel of Love* a mirrored labyrinth that leads patrons on a climactic journey to the Gräfenberg (or "G") Spot, all while listening to a custom carnival soundscape by composer Dom James and tempted by edible treats designed by Bompas & Parr.

Bompas & Parr will also be collaborating with Professor Vanessa Toulmin, Director of the UK National Fairground Archive and recent speaker at the PSFK Conference, to provide the cultural context illustrating the rich history of fairground eroticism.

This exhibition marks the beginning of MoSEX's initiative to bring contemporary artists and innovators into a more prominent role within its programming. Details of an art commission program, which the Museum of Sex will be awarding annually, will be announced later this year.

233 Fifth Avenue New York, NY 10016 • www.museumofsex.com