



FOR IMMEDIATE RELEASE

### **TINY TRUMP COMING TO A TOWN NEAR YOU**

*In the lead up to the election, tiny trumps will be flooding the streets as part of a nationwide crowdsourced art installation*



tiny trump in Southgate, MI. Courtesy of Mike Sams @mikesams331

(Brooklyn, NY - October 5, 2020) - **tiny trump**, a nationwide crowdsourced art installation, is amplifying the dissent with the current administration in the leadup to the election on November 3rd, 2020. Participants are encouraged to post tiny trumps, cardboard protest stickers, in the public realm, photograph them, and tag them #tinytrump on social media as a collective action of resistance and a reminder to why it is important to vote.

Artist Eric Corriel, a New Yorker, started in tiny trump 2017 in reaction to Trump claiming he "could stand in the middle of 5th Avenue and shoot somebody and he [sic] wouldn't lose voters." The project was developed to politically engage the

public and empower participants by giving them a publicly visible and meaningful way to push back, resist, and collectively say “this is not okay!” tiny trump, flips the script on the larger than life persona Trump projects to the world by minimizing him, literally. Standing at 3-inches, the tiny trump cardboard protest sticker is small, but carries a big message. Each tiny trump captures a different aspect of Trump’s presidency and personality, ranging from *Fake News* to *I ♥ KIDS in Cages*, to *Pussy Grabber*. There are 60 messages in all. The power of tiny trump comes not from the object itself but from public participation, turning people into activists who place mini protest signs in the world, creating political and cultural commentary through public tableaux.

*“Every day of the Trump presidency has felt like my house is on fire. As an artist who has worked in the public realm for over a decade, I know how powerful publicly visible, eye-catching statements can be. They subconsciously crawl into people’s brains, influence opinions, and can end up swaying the zeitgeist,”* said **artist Eric Corriel**. *“Given the times we live in, I cannot think of a more important job for art to do than to give people the power to push back against the authoritarian, tribalistic, and corrosive values coming from the White House and pervading our political and cultural landscape. tiny trump, gives people a tangible and public way to resist”*

Each phrase on a tiny trump is a reminder of Trump's major improprieties and reasons why he should not be reelected. Through this collective physical action and subsequent documentation on social media, those who identify as anti-Trump will help build momentum to act as the power of change on Election Day and resist the normalization of Trump.

Since the project started, tiny trump has gained traction with over 100,000 tiny trumps distributed to over 4,500 participants nationally and internationally. All 50 states are represented, with some of the highest number of participants in swing states such as Florida and Wisconsin and traditionally red states such as Texas. tiny trumps have also been found internationally in countries such as Norway, Australia, Germany, and New Zealand. tiny trumps can be purchased from [maketrumptiny.com](http://maketrumptiny.com) for 99 cents each. The artist has also open-sourced the project so anyone can make their own tiny trumps with instructions at [maketrumptiny.com/diy](http://maketrumptiny.com/diy). The low cost and open source design of tiny trump allows a wide demographic to become activists. 60% of the donation-based funding is donated to the NAACP LDF and Joe Bieden’s campaign on the 25th of each month in honor of George Floyd.

### **About tiny trump**

tiny trump is a crowdsourced art installation that harnesses the energy and will of the public to inject resistance totems into towns and cities in the US and beyond. Started in 2017 as a two foot tall, handmade protest sign in the form of Trump, the project morphed over time to a three inch cardboard sticker which can be stuck to a wide range of surfaces to create political and cultural commentary.

tiny trump is funded by artist Eric Corriel, proceeds from the sale of tiny trumps, and donations.

### **About Eric Corriel**

Eric Corriel is a public installation artist living in New York City. After graduating from Cornell University with a Bachelors of Arts in Philosophy, he went on to earn a Diplôme National d'Arts Plastiques from the École Régionale Supérieure d'Expression Plastique in Tourcoing, France. Currently living in Brooklyn, Eric takes the urban landscape as a medium in which to create site-specific installations. He has taught in the MFA Design, BFA Design, and Humanities & Sciences departments at the School of Visual Arts in New York City, where he is also Digital Strategy Director.

For his artwork, Eric has been awarded by the New York Foundation of the Arts, New York State Council for the Arts, the Human Impacts Institute, and the Public Art Network. As a designer he has received awards from the Webbys, Davey Awards, and W3.

### **Press Contact**

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