

FOR IMMEDIATE RELEASE

LIFT Announces the "Freak Mechanique" Solo Art Exhibit by Doktor A Opening Nov 14th

ROYAL OAK, Mich – November 6, 2009

About the Exhibit

"Freak Mechanique" features twenty-seven new works of framed and three-dimensional art by **Doktor A** in his largest solo exhibition to date. His self titled "Victorian Futurist" style is both whimsical and intricate and his works have been featured in fine art galleries in the U.S., U.K. and Japan including Gallery1988, Black Maria, Rivet Gallery and POVevolving Gallery.

The opening reception will be held on Saturday, November 14 2009 from 7 to 10 PM in our main showroom. The exhibit will be on display at LIFT through December 9th.

About The Artist

Doktor A, also known as Bruce Whistlecraft, resides in Yorkshire, UK. His freelance clients have included Kidrobot, Hasbro, Mattel, Cartoon Network and the Sci Fi Channel. He attended the Rochester College of Art and Design with an emphasis in industrial model making and previously worked as a toy designer and head prototype sculptor at Seven Towns.

He was a founding member of the UK electro punk band Goteki and previously owned Arkham Gallery in Brighton UK. Many of his works have a distinctive Steampunk theme, an art movement influenced by scientific romance novelists of Victorian times, when steam powered both real and fantasy machines of the era.

Doktor A's website can be found at www.spookypop.com.

About LIFT

LIFT is an independent boutique and gallery with a focus on pop surreal art and designer art toys. Past events have included the Multiple Personalities Group exhibit in spring 2009, MADL Citizens group exhibit in fall 2008 featuring Tristan Eaton, Mark Arminski, Julie West and Kathie Olivas among others (complete list: http://www.liftfootwear.com/MadlCitizens/MADL_LIST.htm), Detroit Plush Group Show in summer 2008 and the Glenn Barr Hell's Proprietor Release in fall 2007.

Our December 2009 exhibit will feature new works from local artists Audrey Pongracz (www.audreypongraz.com) and Marc Nischan (www.marcnischan.com).

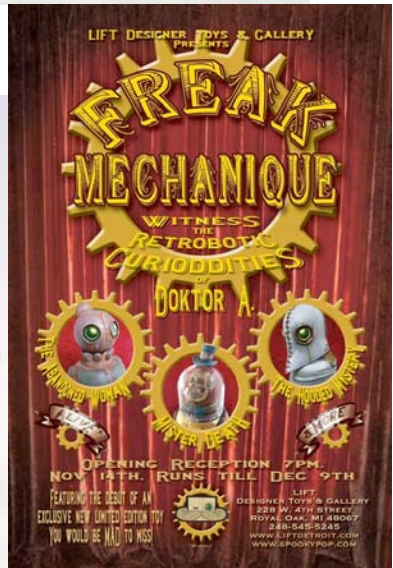
At LIFT, customers can experience the cultural explosion in designer art toys which traces its beginnings to Tokyo, San Francisco and New York City. Designer toys provide a 3-D canvas on which artists apply their creativity. LIFT carries toys, apparel and media from brands such as Kidrobot, Upper Playground, San-X, Uglydoll, and Blackspot. LIFT also features a dedicated art gallery area.

LIFT is owned by Royal Oak entrepreneur Kent Alverson. It began as a cozy shop called Lift Footwear on 11 Mile Road. LIFT expanded to its existing 1500-square-foot location in March 2008.

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