

that in order to solve some of society's problems of poverty, malnutrition and homelessness, that the Irish should eat their young.

Skaggs' work is done in three stages. The first stage is to fool the media and the public, which is fairly easy to do. The second stage is to document the process. And the third stage is to reveal the truth and talk about the issues underlying the performance. Each of his pieces is motivated by very specific issues and his intent is to educate.

Skaggs, a New York based conceptual performance artist, has been creating news headlines for over 28 years. He is responsible for numerous famous media hoaxes such as the world's first and only windsurf voyage from Hawaii to Los Angeles; the promotion of a wonder cure extracted from cockroach hormones that was to be a panacea for the ills of mankind; the operation of a cathouse for dogs, where for a fee, males dogs could be serviced by bewitching bitches; the auctioning of sperm from famous rock stars at the thriving celebrity sperm bank; the promotion of the Fat Squad through which, for a fee, commandos would restrain dieters from breaking their diets; the scalping of cadavers to transplant their healthy scalps to bald-headed recipients; the peddling of a portable confessional booth called Portofess at the Democratic Convention in New York; and the creation of a sexual virtual reality company called SEXONIX.

Throughout the years many prestigious reporters and television personalities have fallen prey to Joey's elaborate satires. He has hoaxed Good Morning America, Geraldo, Entertainment Tonight, To Tell the Truth, CNN, the New York Times, the Washington Post, the Miami Herald, and the Philadelphia Inquirer, to name a few. But there is always a mission behind Skaggs' good-humored chicanery. He forces reporters and viewers to question and enter into dialogue on vital issues concerning truth in news reportage; morality and sensationalism; the effects the media has on public opinion and taste; and the ways in which viewers may become better media consumers.

Skaggs is an instructor of Media Communications at the School of Visual Arts and a lecturer at colleges and universities around the country.

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