

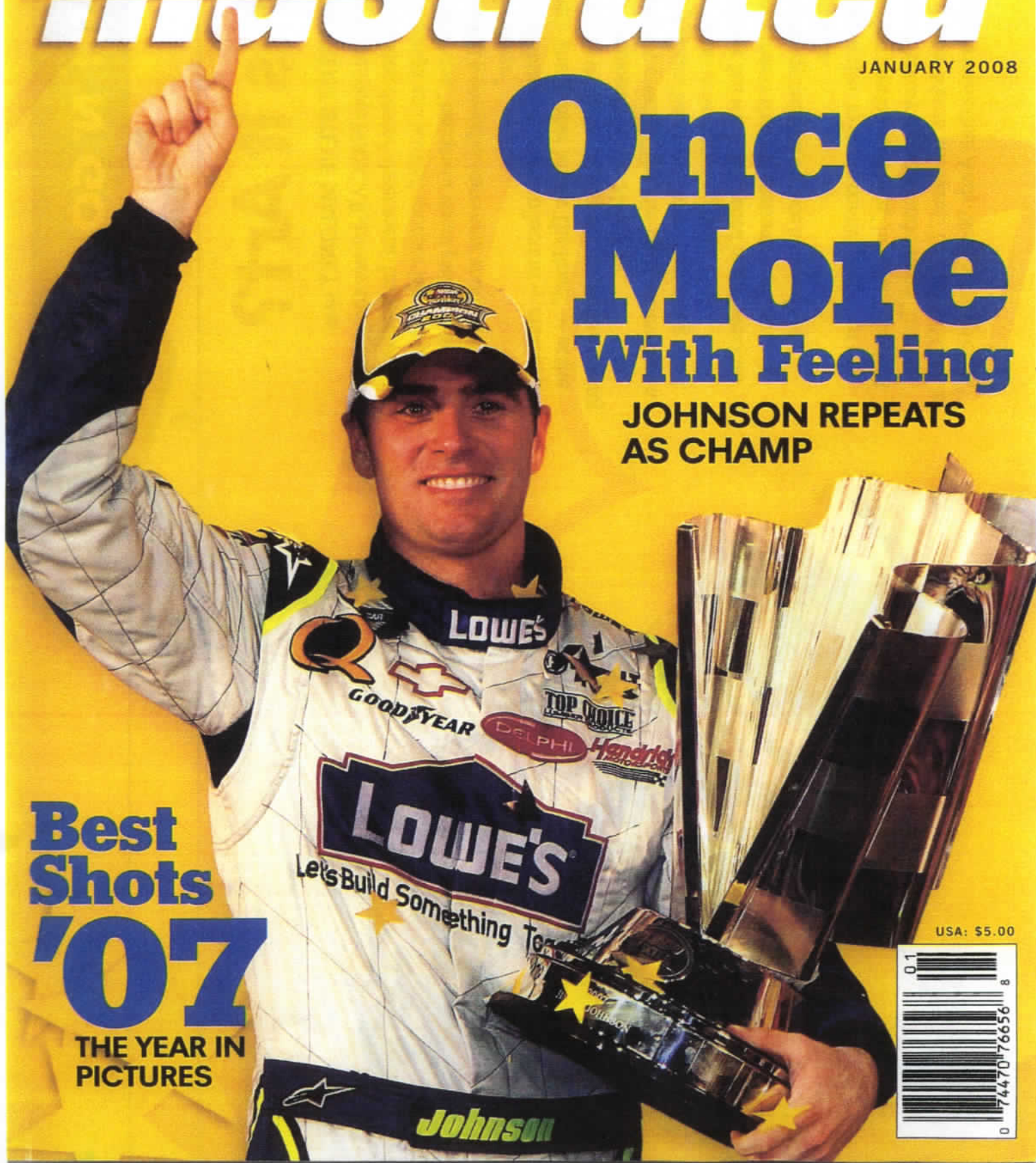
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But Is It Art?

CALIFORNIA ARTIST STEVE MALONEY sees opportunity where most NASCAR drivers and owners only see trash. Using dented sheet metal from actual race cars, tire scraps and scuffed sponsor logos, Maloney says his exhibits have “become a visual paean to auto racing, conveying a powerful statement about today’s lifestyle and culture.”

Maloney exhibited his latest collection — entitled, “This Is Where The Rubber Meets The Road” — at the CODA Gallery in the Soho district of Manhattan during NASCAR Champions Week in New York.

Here, Maloney created “The Pile-Up” to show how a NASCAR wreck can become a work of art using sheet metal dented from drivers trading paint.

A lifelong race fan who once raced in the Mexican 1000, Maloney insists that the abstract works in his series can be appreciated by race fans and art connoisseurs alike.

“I’ve always worked to create contemporary art that excites the widest possible audience,” he says. “You don’t have to be an art history major to understand ‘This Is Where The Rubber Meets The Road.’ To me, NASCAR is much more Americana than Andy Warhol’s soup cans.”

