

Kevin Dudley | *preLAUNCH*

Opening Reception on Thursday, November 13, from 6–8pm
On view November 13, 2025 - January 10, 2026

Parent Company is pleased to announce *preLAUNCH*, a solo exhibition by Kevin Dudley. *preLAUNCH* is comprised of a series of sculptures that satirize contemporary media consumption and push our always-connected reality to its logical—and deeply unsettling—extreme. The constellation of objects comes together to create a bizarre yet familiar ecosystem, where identity is manipulated, heightened, and commodified in service of commerce.

DEVICE is a prototype content player and bowl designed for the whole family—parents, children, and even pets. Made with a flesh-tone urethane shell and off-the-shelf video components, *DEVICE* plays a looping promotional video. The video advertises *DEVICE* itself as a fantastic invention that promises connection through yet another gadget you need to buy (each sold separately batteries not included). *DEVICE* points to Tech's recurring fantasy: that only *it* can resolve the challenges it has introduced.

For this exhibition, *DEVICES* are filled with [Kelce Mix](#), a collaboration between General Mills and the NFL stars, Travis and Jason Kelce. Purchased at an inflated scalper price, the cereal points to artificial and fleeting means of constructing value, feeding us celebrities at an ever-increasing pace.

easyfamily is an advertisement for *DEVICE* mounted on a 3D printed armature. The still image is constructed from a manipulated found photograph, combined with AI-generated personas. This generic white family stands in as the imagined consumer base. Throughout the show, race, along with other signifiers of identity are flattened into a consumer-driven meaninglessness.

agree 2 AGREE was created with the data collected by a proprietary research tool designed to uncover consumer affinities across demographic and racial groups. The resulting sculpture fuses top-performing foods into a grotesque pie made of Keebler Readycrust, baked beans, Peter Pan peanut butter, Velveeta cheese, and Kraft mayonnaise.

Data emerges as a through-line in this exhibition—whether volunteered willingly, as in the case of the research tool, or covertly harvested in the case of AI. Ultimately, the work is about Tech's promise to steamroll over humanity's complexities by using data as the medium for that flattening. *Why should you care*, Tech might ask, *if you have a cool product at the end of the day?*

Kevin Dudley is an artist concentrating in sculpture, living and working in Brooklyn, NY. He received his BA in Fine Art from Tyler School of Art, Philadelphia, PA, in 2013, and his MFA in Fine Arts from Pratt Institute, Brooklyn, NY, in 2015. He has been included at shows at NADA Miami with Project Art Distribution, Good Naked, Paradise Palase, and Elizabeth Foundation for the Arts. Most recently, he was a resident with the Acrylicize x PAD Artist-in-Residency program in 2025.

Parent Company is a nonprofit artist-run exhibition space founded in 2023 by Ada Potter. The project seeks to support artists through exhibition opportunities, public programs, and events.