

A CATALOG

**HEAVY  
INDUSTRY  
CO**

A THIRTEEN PART RECKONING

EST. 2022

## ENTITY STATEMENT

Heavy Industry Co is an American visual entity working across word art, documentary photography, and commercial vernacular.

The work appropriates the language of advertising, civic signage, and cultural residue, flattening it against landscape, infrastructure, and the American built environment. Text is not caption. Image is not illustration. Together they produce a third thing that neither could achieve alone.

Heavy Industry Co emerged from a generation that watched authentic subculture become product, underground become mainstream, and meaning become marketing. The work does not mourn that collapse. It documents it with the same flat affect the culture uses to sell it back.

The influences are industrial. The typeface is institutional. The images are already there.

## A THIRTEEN PART RECKONING

**Heavy Industry Co works where language and landscape collide, where commercial promise meets American silence, and the largest gestures turn out to be the same shape as the smallest losses.**

**The catalog moves in four acts. It begins at the scale of mountains and sky, where civic and commercial language arrives uninvited into spaces too vast to argue back. It descends into structure, into the concrete promises made by institutions and never kept. A single work stands alone between the second and third acts, refusing company. The catalog then turns inward, toward the personal collapse that runs parallel to the public one, before arriving at its quietest and coldest conclusion, where even the names we gave things stop being reliable.**

**Thirteen works. Four acts. One continuous argument made without raising its voice.**

**The work proposes not a single exhibition but a sustained relationship. Act I stands as a complete first show. Acts II and III, anchored by the pivot, form a second exhibition months later, building on what the first established. Act IV closes the arc as a final exhibition or a standing installation.**

**The work does not explain itself further than this. It was built not to.**



ACT ONE

# THE MACRO-ABSURD

The compromised atmosphere

The largest spaces offer no protection. Commercial language and civic declaration arrive at monumental scale, indifferent to the beauty they interrupt. The atmosphere has been compromised.

01 --- IT'S OVER

02 --- SAVE

03 --- TUESDAY

IT'S OVER



01 / ACT I

# IT'S OVER

2022

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Appropriated source, royalty-free

Editions 1-3: 36" x 18" Editions 4-5: TBD

**The declaration arrives without attribution, without argument, without appeal.  
Whatever it is, was.**

A photograph of a bright blue sky filled with wispy, white clouds. The clouds are scattered across the frame, with some appearing as thin, horizontal streaks and others as more rounded, fluffy patches. The overall tone is clean and airy.

**YOU COULD SAVE 15% OR MORE**

02 / ACT I

# SAVE

2024

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Photography by the artist

Editions 1-3: 36" x 20"   Editions 4-5: TBD

**It arrives uninvited. Only partially visible, yet fully recalled.**

**TRUE WEDNESDAY**



03 / ACT I

# TUESDAY

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Appropriated source, royalty-free

Editions 1-3: 36" x 24" Editions 4-5: TBD

**Any day. Just happens. It doesn't care what day it is.**



ACT TWO

# THE INDUSTRIAL CAGES

The concrete weight

Some promises are made at scale. They hold the shape of every promise made and broken inside them, long after the promise is gone. What remains is structure without purpose, language without delivery, weight without function.

04 --- SPORTS

05 --- PREMIUM

06 --- EVERYTHING MUST GO



04 / ACT II

# SPORTS

2024

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Photography by the artist

Editions 1-3: 36" x 35"   Editions 4-5: TBD

**The oldest diversion. While everything else falls.**

# PREMIUM



P  
EMUM  
Cleveland

EXIT

CLEMENT

05 / ACT II

# PREMIUM

2024

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Photography by the artist

Editions 1-3: 20" x 36"   Editions 4-5: TBD

**The word outlasted the promise. Another one is on the way.**

**EVERYTHING MUST GO**



06 / ACT II

# EVERYTHING MUST GO

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Photography by the artist's son

Editions 1-3: 36" x 24"   Editions 4-5: TBD

**Everything did.**

THE PIVOT THE MONOLITH

# THE ISOLATED HAUNTING

# ULTRAVIOLENCE

An aerial photograph of a dense forest of evergreen trees covered in a thick layer of snow. The scene is captured from a high angle, looking down on the forest. The snow is bright white, contrasting with the dark green of the trees. The word "ULTRAVIOLENCE" is written in large, bold, white capital letters across the upper portion of the image. The background is a solid black color, which makes the white text and the snowy forest stand out prominently.

07 / THE PIVOT

# ULTRAVIOLENCE

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Appropriated source, royalty-free

40" x 72" Editions 1-3

**We choose to only see the beauty. Beneath it, everything we recognize and ignore.**

III

ACT THREE

# THE DOMESTIC COLLAPSE

The intimate decay

The personal version of the same collapse. What's harder to say is whether we want the feeling more than we fear losing it.

08 --- MIGHT AS WELL

09 --- EVERYTHING

10 --- FLAVOR COUNTRY

A dramatic sunset sky with large, dark, bold text overlaid. The sky is filled with large, billowing clouds in shades of orange, yellow, and blue. The text is centered horizontally and reads "MIGHT AS WELL".

**MIGHT AS WELL**

08 / ACT III

# MIGHT AS WELL

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Photography by the artist

Editions 1-3: 36" x 20"   Editions 4-5: TBD

**The beauty is not the interruption. Reality is.**

EVERYTHING



09 / ACT III

# EVERYTHING

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Appropriated source, royalty-free

Editions 1-3: 36" x 20"   Editions 4-5: TBD

**The weight never left. We just colorized it.**

# FLAVOR COUNTRY



10 / ACT III

# FLAVOR COUNTRY

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Photography by the artist

Editions 1-3: 36" x 20"   Editions 4-5: TBD

**You made it, cowboy.**

IV

ACT FOUR

# THE RESIDUAL BLEED

The eviction of meaning

What's left? It's colder now. Everyone called it something different.

11 --- LOOSE CHANGE  
12 --- THE FURNITURE IS GONE  
13 --- WHERE DID IT GO

A photograph of a cracked asphalt road and concrete sidewalk. The asphalt is on the left, and the concrete sidewalk is on the right. The text "LOOSE CHANGE" is overlaid in a large, bold, dark font across the center of the image. The cracks in the asphalt and concrete are prominent, suggesting wear and tear. The overall tone is somewhat somber and gritty.

**LOOSE CHANGE**

11 / ACT IV

# LOOSE CHANGE

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Photography by the artist

Editions 1-3: 36" x 20"   Editions 4-5: TBD

**Enough to feel significant. Not enough to matter.**



**THE FURNITURE IS GONE**

12 / ACT IV

# THE FURNITURE IS GONE

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Appropriated source, royalty-free

Editions 1-3: 36" x 24"   Editions 4-5: TBD

**No notice. No premise. Just gone.**



WHERE DID IT GO

13 / ACT IV

# WHERE DID IT GO

2025

Archival inkjet on Hahnemühle Photo Rag 308gsm,  
mounted on black aluminum dibond

Appropriated source, royalty-free

Editions 1-3: 36" x 27"   Editions 4-5: TBD

**Somewhere between living and dealing with it. That's when everything quietly  
leaves.**

Thirteen works. Four acts. One continuous argument  
made without raising its voice.

## HEAVY INDUSTRY CO

[HEAVYINDUSTRYCO.COM](http://HEAVYINDUSTRYCO.COM) / [HEAVYINDUSTRYCO.ART](http://HEAVYINDUSTRYCO.ART)