The Game: All Things Trump

Andres Serrano

"In the history of science the collector of specimens preceded the zoologist and followed the exponents of natural theology and magic..... However lowly, the work of the collector must be done, before he can proceed to the higher scientific tasks of classification, analysis, experiment and theory making."

Aldous Huxley from Heaven and Hell

Before Donald Trump was President, he was Donald Trump.

This is a portrait of that man.

In his first non-photography based installation, Andres Serrano takes us on a curious and insightful tour for a closer look at who Donald Trump is.

In a relatively short period of eight weeks with a determination and competitive ferocity worthy of its subject, the artist has amassed a collection of over 500 objects produced by or for Donald Trump.

The collection is telling and varies from objects as mundane as shirts, ties, suits, hats, jackets, ice buckets, Teddy Bears and miniature screwdriver sets made for Donald Trump, his brand, his casinos, his hotels, to Trump Tea, Trump Coffee, Trump Ice Water, Trump Coca-Cola, Trump 7-Up, Trump Snapple, and the more exotic $1,000 Trump Steaks ("The Best!"), Trump Vodka packed in 24 carat gold plated bottles, a Trump deodorant named "Success" and a Trump cologne called "Empire." In addition to the merchandise for Trump Plaza, Trump Harrah's Casino, Trump Marina, Trump Castle, Trump Tai Mahal, Trump University and Trump Shuttle there are casino chips, boxing invites, concert invites and many many more objects all bearing the name "Trump."

This colorful collection is mostly self-explanatory but the artist plans to present each object with a museum-like label not unlike in a curiosity cabinet or an anthropological study room.

Of particular interest are more than fifty magazines with Donald Trump on the cover. Although, most of the magazines are ten, twenty or more years old, there are some more recent ones including a copy of The Atlantic from June 2016 with the cover story, "The Mind Of Donald Trump," Time Magazine's issue "Deal with it" from August 21, 2015 and another Time Magazine dated March 14, 2016 with the words "bully, showman, party crasher and demagogue" written across Donald Trump's face.

All three magazines are signed by Donald Trump.

Also included are several high priced special edition items made for VIP's such as a beautiful Taj Mahal leather jacket and a Taj Mahal Golf Bag and Clubs as well as a 1994 Trump Castle Casino Birthday Invitation titled, "Trump, Lord Of The Financial Jungle."

The centerpiece of the installation is a sizable portrait of Donald Trump taken by Andres Serrano in 2004 for his "America" series and a giant rotating sculpture below it. The sculpture, which is more than 10 feet tall, is the word, EGO, spelled vertically, an elegant sign that once greeted visitors at the entrance of Trump's Taj Mahal Casino's Ego Lounge.

Finally, there are several board games including "Trump Monopoly," "The Apprentice Game" and "Trump: The Game."

The premise of "The Game" is stated on the box.

"It's not whether you win or lose, it's whether you win."

There are different versions of "The Game," including one in French, all to be laid out in several locations in the gallery under glass.

What kind of game was it, or is it? Who wins, and who loses?

That's for the audience to decide. The artist prefers to stay neutral.

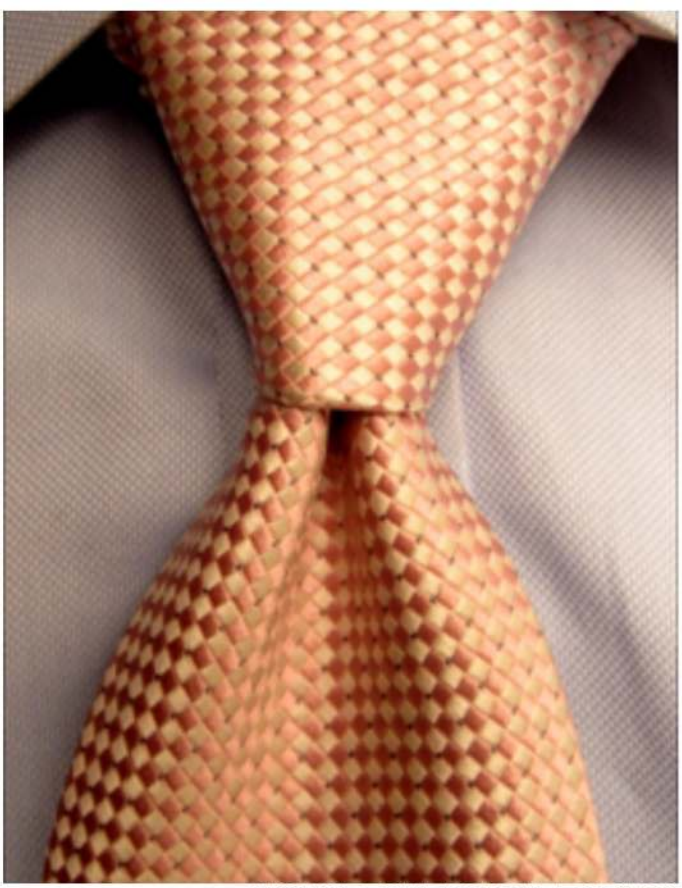
"It's a portrait of a man painted with his own brushes," says Andres Serrano.

Donald Trump Signature Collection crest Striped 100% Silk Neck Ties









Donald Trump Signature Collection Dress Shirt



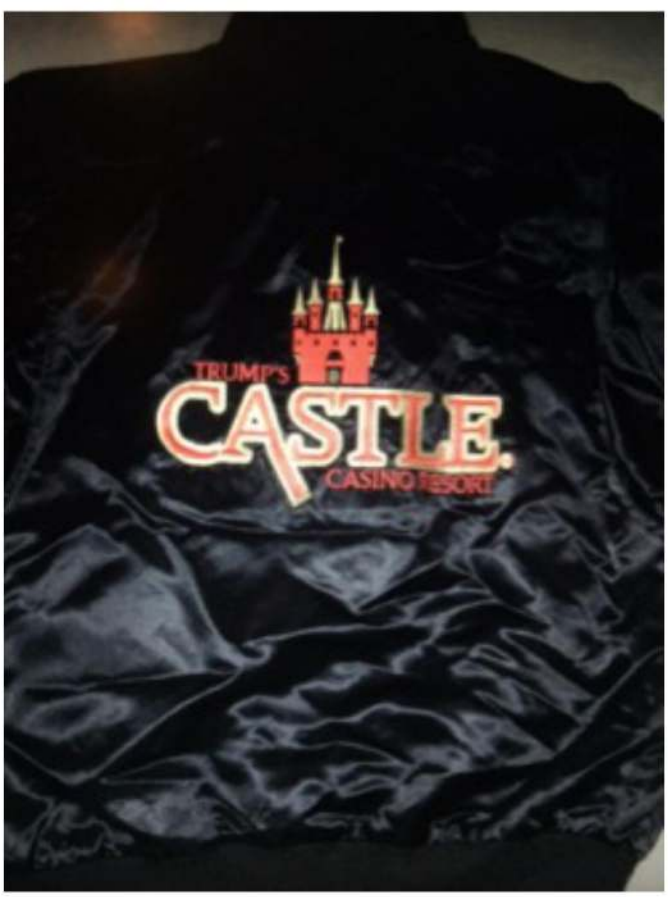
Trump Taj Mahal Sweatshirt



Trump International Hotel And Tower Las Vegas Hoodie



Trump Castle Jacket



1990 Trump Taj Mahal Leather Jacket.
Given to a select few when the casino opened. One of 200 made.



Trump Ice Water



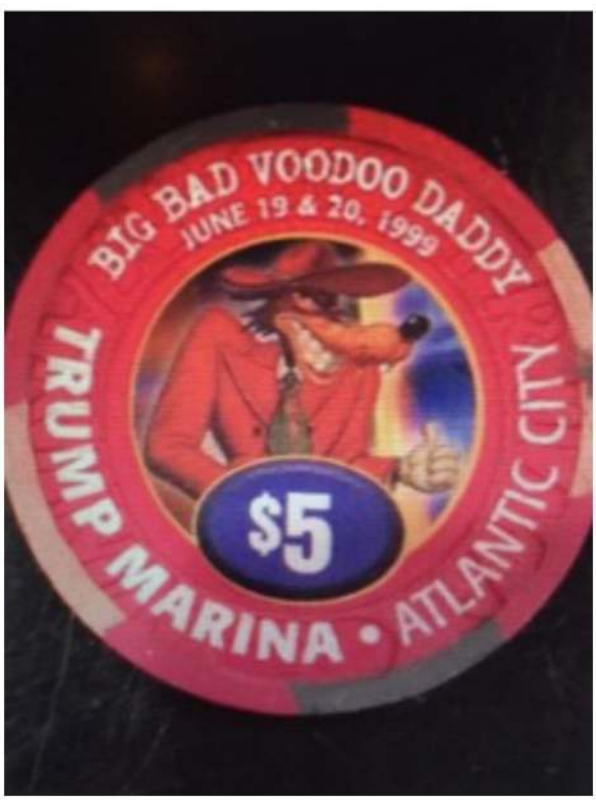
Donald Trump - 20 Years in Atlantic City
2003, Coca-Cola Full 6 Pack



Trump Marina Casino Chip - FIRST LADY MELANIA, Atlantic City, NJ



Trump Marina Casino Chip - BIG BAD VOODOO DADDY - Atlantic City, NJ

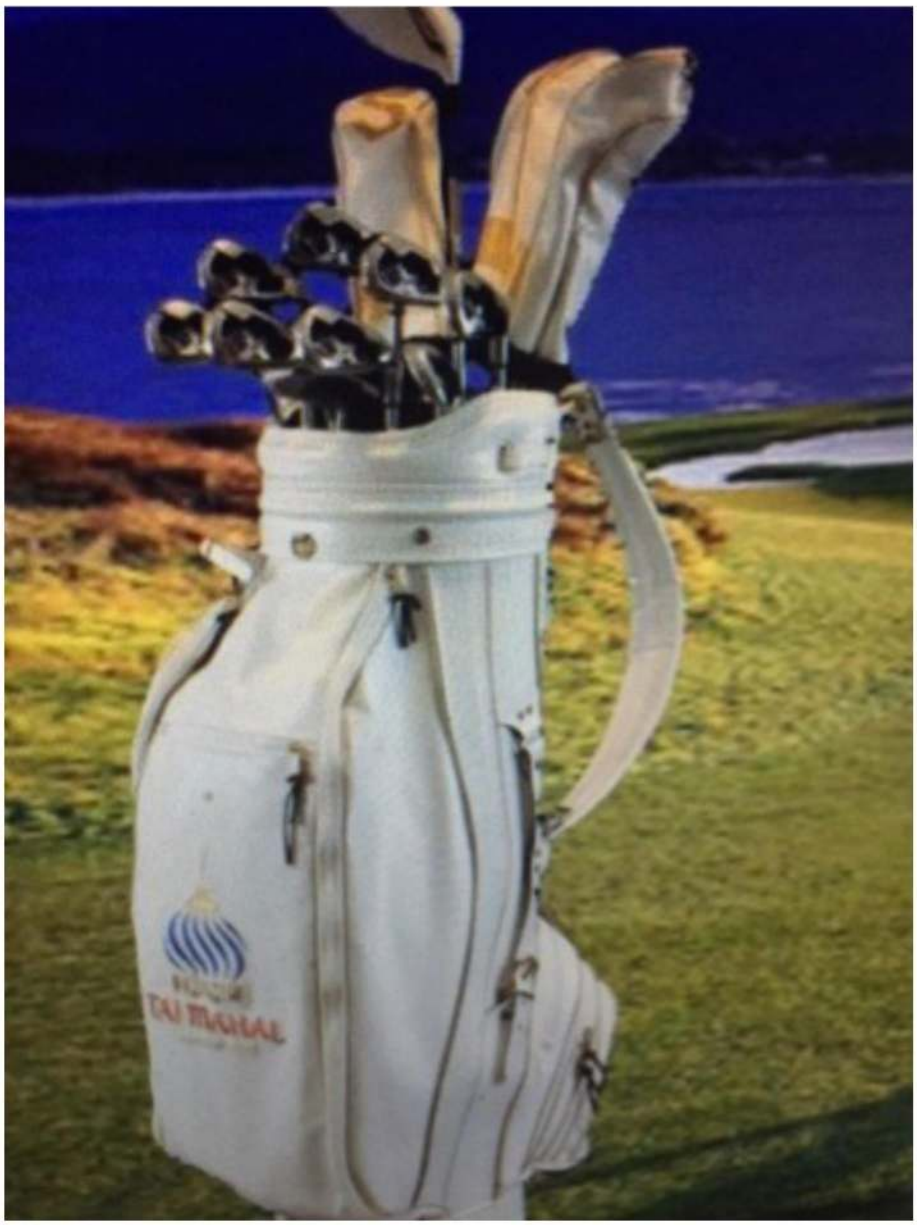


Trump Plaza Casino Chip - BLESS OUR TROOPS - Atlantic City, NJ



Trump Taj Mahal Collectable Golf Bag White

Burton Tour Bag commemorating Trump Taj Mahal grand opening, April 1990. Comes with matching rain hood and head covers. Grand opening gift for VIP's.

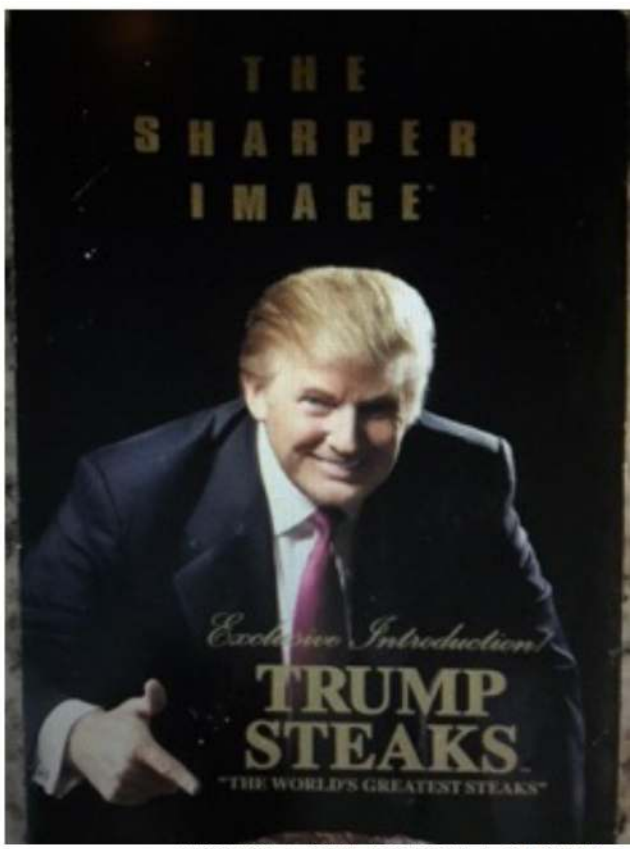


TRUMP STEAKS - "THE WORLD GREATEST STEAKS" 2007

Donald Trump registered "Trump Steaks" as a U.S. trademark in August 2006.[5] Trump Steaks were launched on May 8, 2007, exclusively through The Sharper Image catalog, stores, and website as part of a three-month trial period. Trump Steaks were only sold at The Sharper Image for two months before being discontinued.

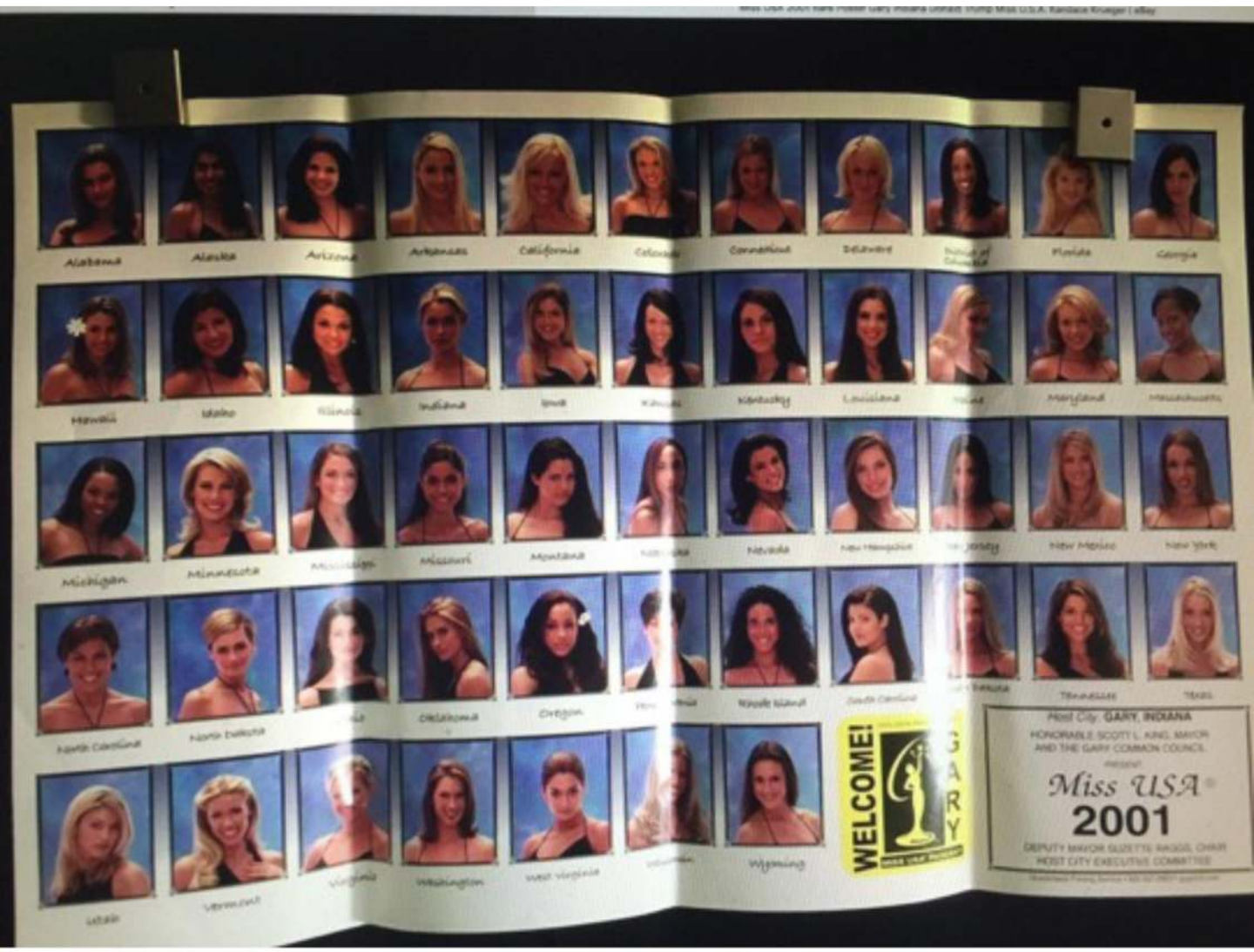


TRUMP STEAKS Brochure from The Sharper Image 2007

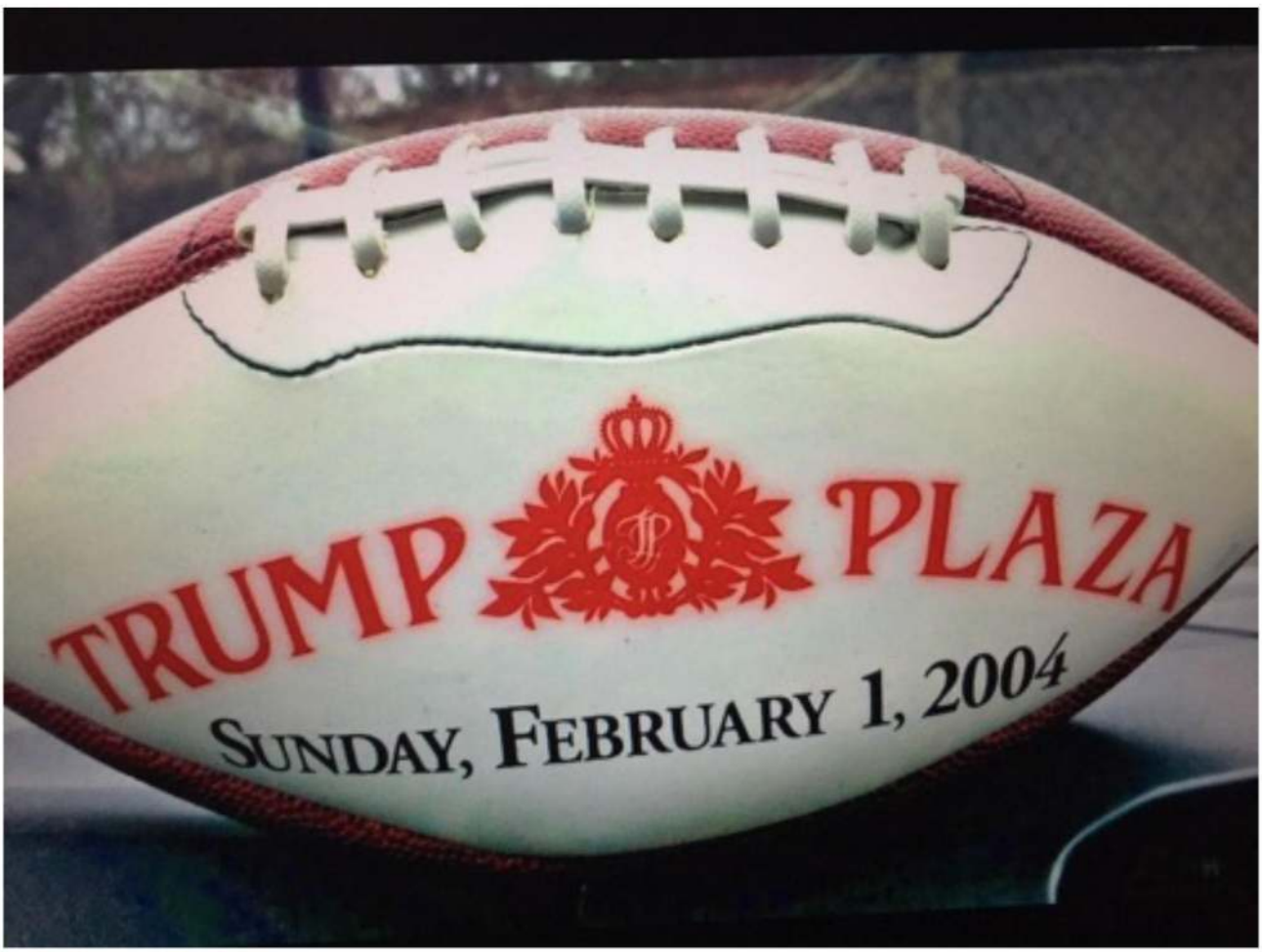


Miss USA 2001
Gary, Indiana

The Pageant was owned by Donald Trump from 1996 to 2015



Trump Plaza Super Bowl Football
"Sunday, February 1, 2004"



2006 Trump Vodka -750ml 24K Bottle



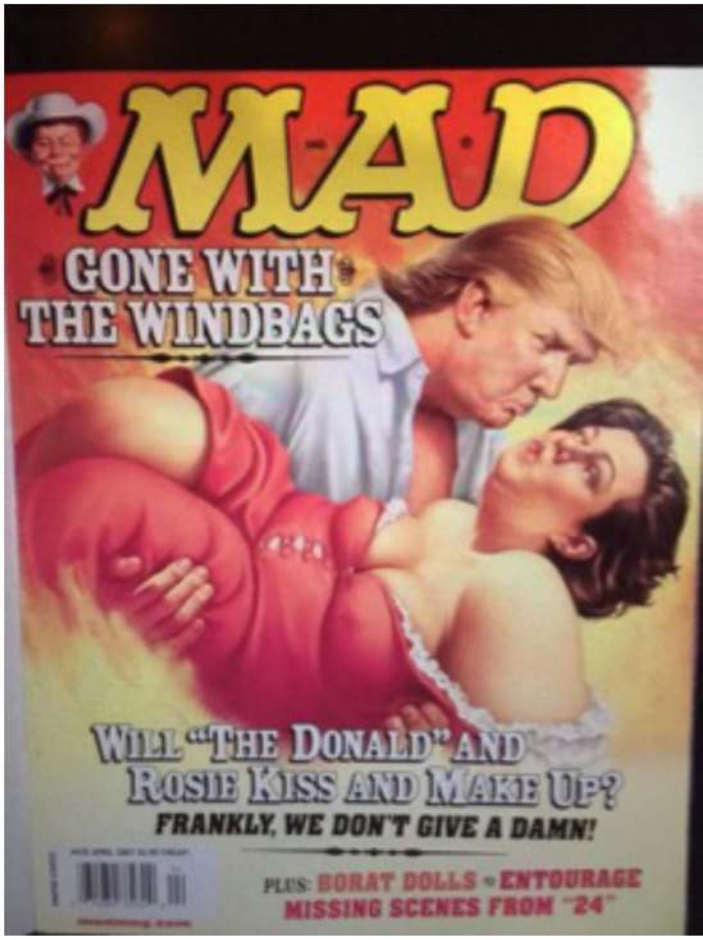
“Success” Deodorant Stick for Men by Donald Trump, 2.5 oz

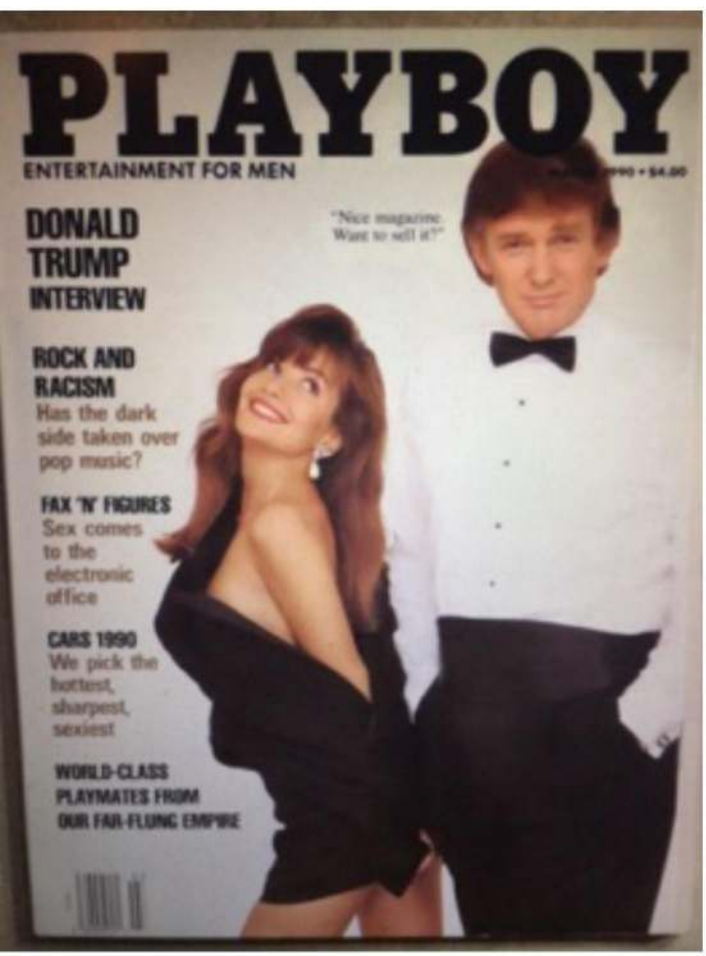


Trump Plaza Casino - "Cash Money Tuxedo Teddy Bear"
1999




Crimestoppers' guide to those Dick Tracy villains
People weekly
POOR DONALD!
First a mid-life crisis, then public humiliation. Here's how the brash billionaire's longing for money, love and respect brought him crashing down


MAD
GONE WITH THE WINDBAGS
WILL "THE DONALD" AND ROSIE KISS AND MAKE UP?
FRANKLY, WE DON'T GIVE A DAMN!
PLUS: BORAT DOLLS • ENTOURAGE MISSING SCENES FROM "24"

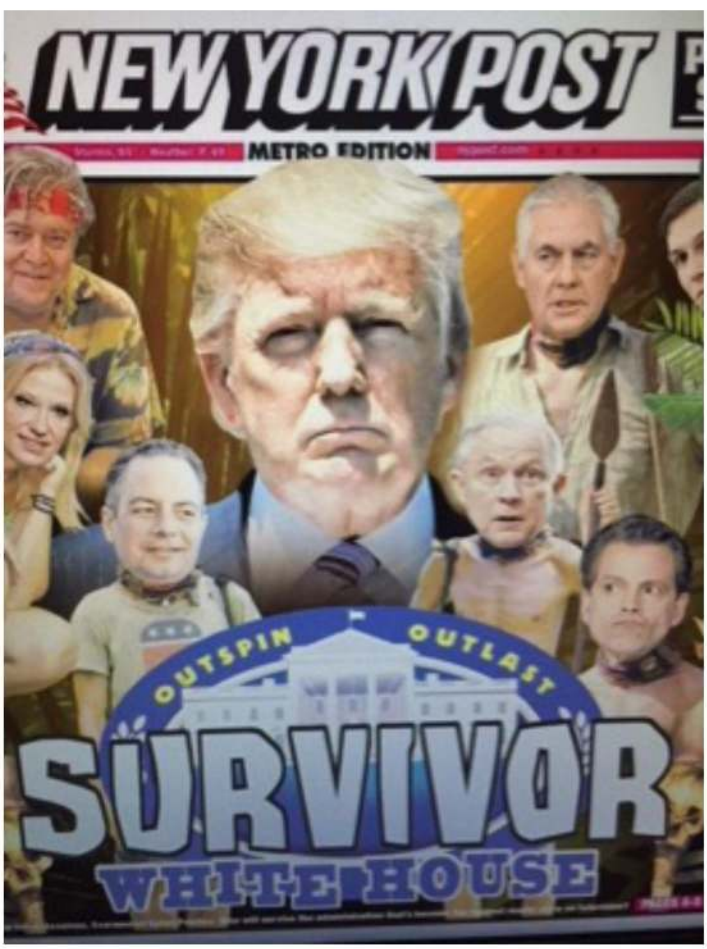

PLAYBOY
ENTERTAINMENT FOR MEN
DONALD TRUMP INTERVIEW
"Nice magazine. Want to sell it?"
ROCK AND RACISM
Has the dark side taken over pop music?
FAX 'N' FIGURES
Sex comes to the electronic office
CARS 1990
We pick the hottest, sharpest, sexiest
WORLD-CLASS PLAYMATES FROM OUR FAR-FLUNG EMPIRE


WORKING-CLASS HERO / WAR OF THE SEXES
Newsweek
TRUMPNADO

1994



July 28, 2017

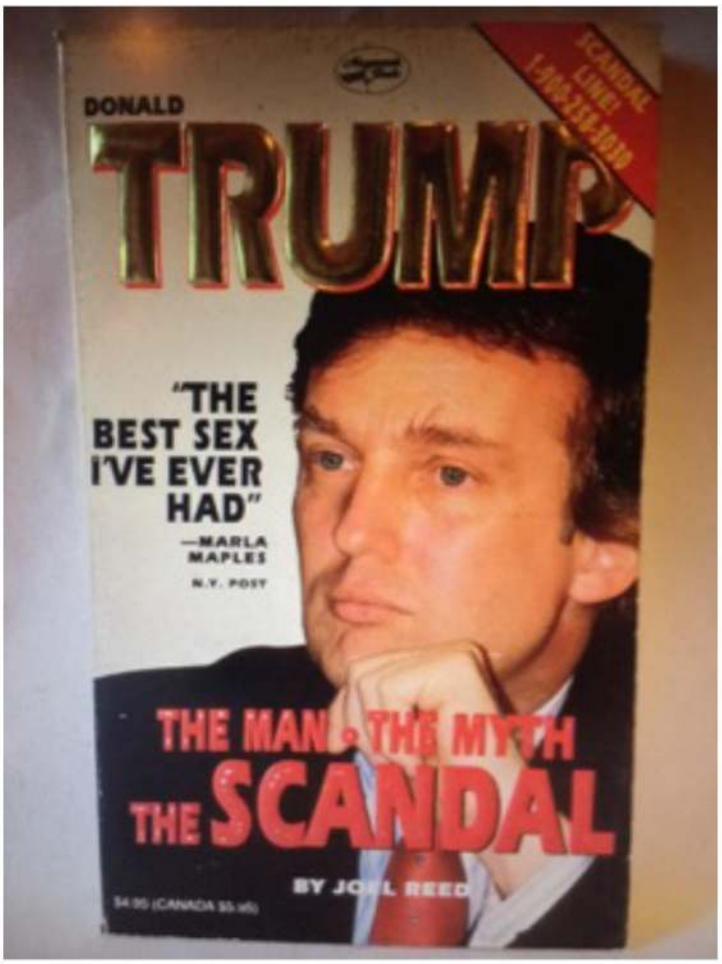


1994 Poster
"Trump, Lord Of The Financial Jungle"

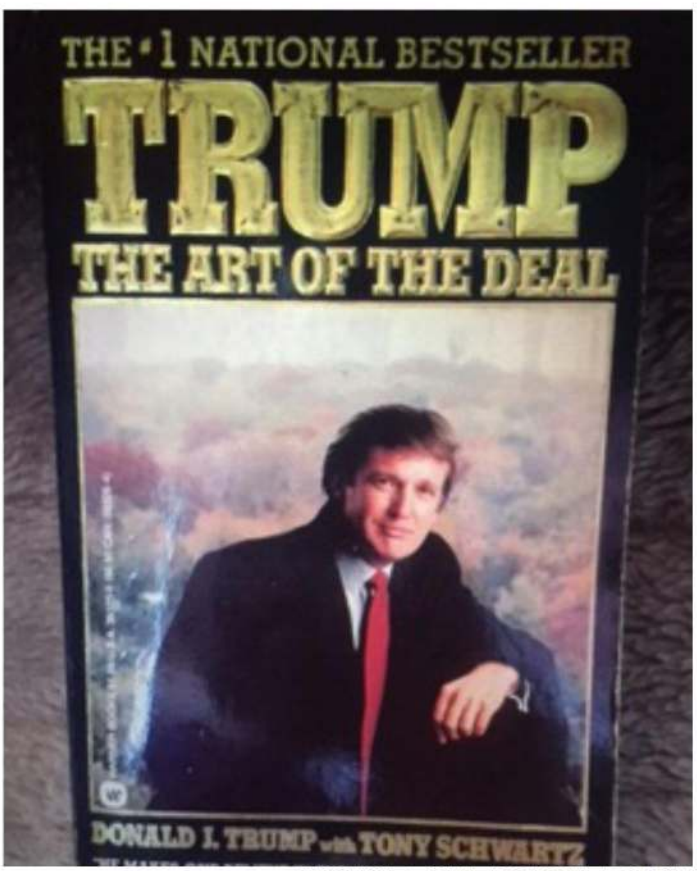
In 1994, this poster was sent to High Rollers inviting them to a Birthday Party for Donald Trump. The party was held in the Crystal Ballroom at the Trump Castle.

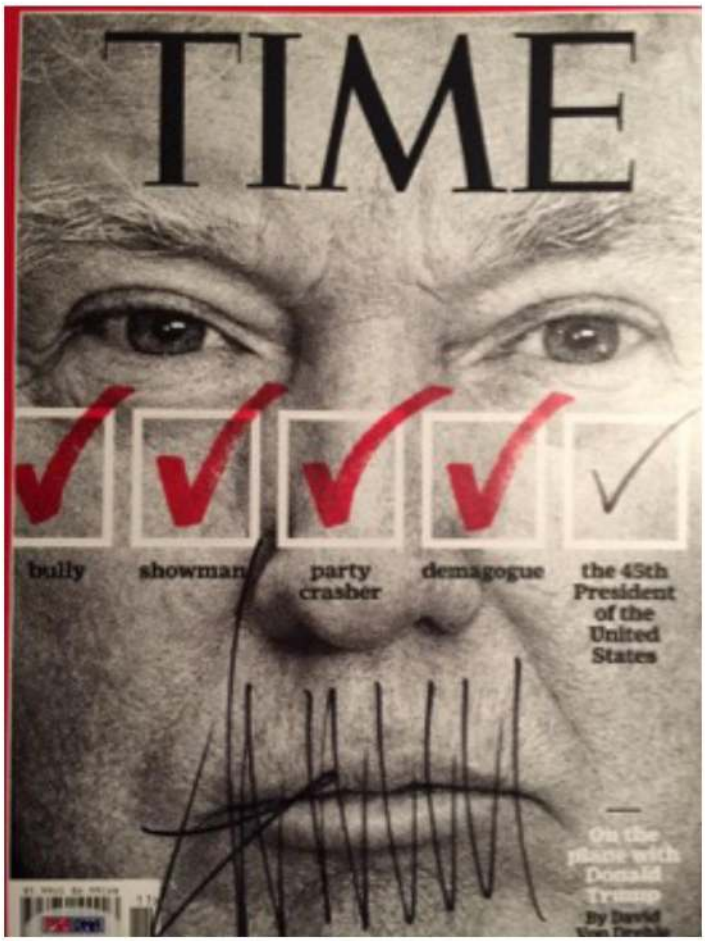


Donald Trump: The Man, the Myth, the Scandal by Joel Reed, published by Masquerade Books, 1990, 1st printing

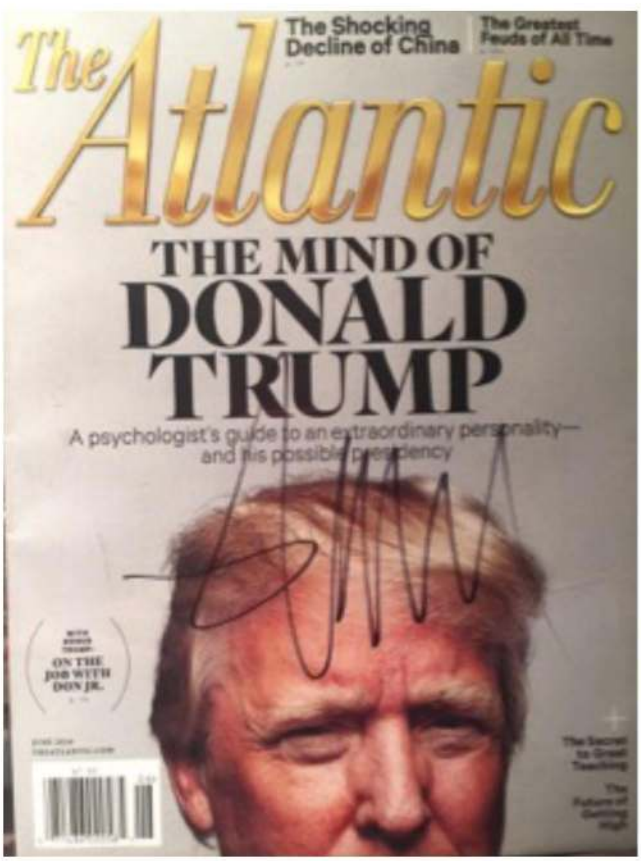


Trump: The Art of The Deal By: Donald Trump With Tony Schwartz (1987)




TIME
bully
showman
party crasher
demagogue
the 45th President of the United States
On the plane with Donald Trump


Deal with it.


The Shocking Decline of China
The Greatest Feuds of All Time
The Atlantic
THE MIND OF DONALD TRUMP
A psychologist's guide to an extraordinary personality—and his possible presidency
ON THE JOB WITH DON JR.

Donald Trump "The Game. I'm Back & You're Fired" Vintage Board Game Donald 2004



"THE GAME"

Donald TRUMP The Game 1989 Vintage Milton Bradley Board Game



Chairs and Table from Trump Plaza Casino





Taj Mahal EGO Lounge Sign - Trump Hotel and Casino



“Donald Trump, 2004 (America)”

Andres Serrano

