

# JUXTAPOZ

## Okay Mountain "First Take" at University of Houston

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In today's News Outta Texas and Not Because of South-By comes the Promethean 10-person **Okay Mountain collective**, who've installed at the University of Houston's **Blaffer Art Museum** and therefore successfully integrated clever examination of consumerist thought into higher education.

Yeehaw.

Okay's Mountain's First Take, on view through April 2, "explores the methods and rituals held in common by otherwise isolated groups—from followers of self-help messiahs to fundamentalist cults to Fortune 500 companies—who employ a combination of initiation, insider/outsider mentality, esoteric language, and a hierarchy of progressive advancement to inspire a streamlined, new identity that supersedes the complexities of everyday existence."

