

The Moment

[Current Issue of T Magazine »](#)

- [Women's Fashion](#)
- [Men's Fashion](#)
- [Design](#)
- [Food](#)
- [Travel](#)

[Design & Living](#)

December 6th, 2007 5:25 PM

[Art Basel Miami | A Fuel-Injected Deitch Project](#)

By [Sandra Ballentine](#)



(Patrick McMullan.com)

Forget the Ferraris, Lamborghinis and Aston Martins clogging the intersection of Ocean and 1st. The coolest car popping the pavement is **Pimp Juice**, a fully customized 1993 Cadillac Fleetwood low-rider by the Chicago-based Puerto Rican painter and multi-media artist Dzine. The car is part of Barrio Dreams, a project he did for Jeffrey Deitch's Art Basel booth. Complete with 14 speakers, a custom video mix playing on five screens and special chrome and 24-carat gold hydraulics that make it buck and hop, the car has fair-goers crowding the sidewalk outside the convention center and asking for rides. "I like the ambiguity of it," Deitch says. "Is it art or not? I always try to push it." Another component of the project, a custom chrome, crystal and 24-carat gold low-rider bike, not-so-surprisingly enticed the ubiquitous Lance Armstrong. But he won't be riding it. The piece just sold to a foundation in Barcelona for \$35,000.

Tags: [Art Basel Miami Beach](#), [Barrio Dream](#), [Cadillac](#), [Jeffrey Deitch](#), [low-rider](#), [Pimp Juice](#)

- [E-mail This](#)
- [Print](#)
- Share
 - [Linkedin](#)
 - [Digg](#)
 - [Facebook](#)
 - [Mixx](#)
 - [Yahoo! Buzz](#)
 - [Permalink](#)