



news release

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media contact

Toni Robin
858 483 3918

tr@trprsandiego.com

Kerri Fox
619 795 1524

kfox@thinkplaycreate.org

Photo available upon request

THE NEW CHILDREN'S MUSEUM COMMISSIONS 13 NEW ARTWORKS FOR UPCOMING "FEAST" EXHIBITION

GRAND OPENING LAUNCH EVENTS OCTOBER 10-13, 2013

August 15, 2013 — Downtown San Diego – The New Children's Museum has confirmed the 13 artists or artist collectives that have been commissioned to create installations for the Museum's next major exhibition, ***Feast: The Art of Playing with Your Food*** opening October 13. The latest in a series of Museum-wide thematic exhibitions designed to help visitors think, play and create, *Feast* will explore the subject of food through playful, multi-sensory, immersive experiences.

Feast showcases the innovative ways in which today's artists are thinking about food and will provide children and families with truly unique interactive activities. All of the artworks focus on timely topics around food including health, agriculture, family heritage, community, and the environment. The exhibition and related programs will provide children and adults opportunities to engage in creative play and discuss food, its role in their lives, and how it affects their health. In addition to using contemporary art as a vehicle for presenting these ideas, the exhibition will incorporate science, technology, music, and design in novel and engaging ways.

"We want a visit to the Museum to be about more than just looking at things on the walls or playing with toys," explained executive director Julianne Markow. "We have created a wide range of unique creative play activities that children and families can do here or at home to enhance their experience and deepen their levels of discovery and learning."

The newly-commissioned works of art are rich examples of how artists are often at the forefront of issues concerning our society. The *Feast* installations will encourage visitors to look at food from new perspectives: food as building blocks and sculpting materials, food as sources for sound, food as visual symbols, and more! In addition to the artwork, NCM will provide a wide range of hands-on art-making activities, educational programs, workshops, and celebratory events, all designed to provide an ever-changing menu of enrichment opportunities.

Feast launch activities will feature a VIP Patron's Preview Dinner on **October 10** followed by the Museum's 6th Annual Benefit on **October 12th**; both events are co-chaired by Michelle M. Alexander and Yolanda S. Walther-Meade. *Feast* opens to the public on Target Free Second Sunday **October 13**. The exhibition will continue through September 2014, with some installations remaining through 2015.

Each artist in *Feast* is committed to creating work that examines the relationship with food and eating in unexpected ways. Families will be encouraged to think more deeply about what they eat, where their food comes from, the life cycle of their food, and how food and farming contribute to the health of the earth.

FEATURED ARTISTS

Fallen Fruit, *Rainbow Bridge*

David Burns (born in Los Angeles, 1970, lives in Los Angeles), favorite food: banana
Austin Young (born in Reno, NV, 1966, lives in Los Angeles), favorite food: banana

Key Materials: Vinyl photo mural, scratch and sniff paint

The Rainbow Bridge is an installation that transforms NCM's main entryway, a pedestrian bridge, into a magical gateway featuring the most commonly eaten banana species, the Cavendish. Images of the banana are carefully arranged into a beautiful pattern reminiscent of Victorian-era wallpaper designs. In addition to being a stunning visual statement, scratch and sniff sections will turn the bridge into a multisensory experience.

Fallen Fruit is comprised of David Burns, Matias Viegner and Austin Young, who work with fruit as their primary medium. As "fruit activists," their work examines the role of fruit in people's lives in relation to urban space and community development. By leading interactive workshops, such as jam making and planting fruit trees, Fallen Fruit aims to create a new kind of culture based on communal resources and active participation.

Fallen Fruit formed in Los Angeles in 2004, and as a group, they work together in a variety of media from video and photography to performance and installation. They have had solo exhibitions at the Los Angeles County Museum of Art (LACMA), Hammer Museum, and Los Angeles Contemporary Exhibitions (LACE).

FriendsWithYou, *The Fruit of the Gods*

Samuel Borkson (born in Plantation, FL, 1979, lives in Los Angeles), favorite food: everything!
Arturo Sandoval III (born in Havana, Cuba 1976, lives in Los Angeles), favorite food: hot dogs and ice cream

Key Materials: vinyl coated nylon inflatable jumpy, external fans

The Fruit of the Gods is a colorful inflatable play sculpture designed uniquely for NCM. This food-inspired jumpy features several cartoon-like characters, a signature aesthetic of the artist collaborative FriendsWithYou. The food-themed characters smile and move as visitors jump around and inside the sculpture. Through play, vibrant colors, and friendly faces, FriendsWithYou celebrates the joy of eating and the healing properties of good nutrition and exercise.

FriendsWithYou is the internationally-recognized team of artists Samuel Borkson and Arturo Sandoval III. The element of play is central to their work. They intentionally craft artworks, including sculpture, paintings, and inflatables, to encourage free association and active engagement. Through their positive message of Magic, Luck, and Friendship™, FriendsWithYou hopes to cultivate a world culture of connectivity and joy.

Recently relocated to Los Angeles, FriendsWithYou formed in 2002 in Miami. They use a language of popular culture to blur the boundaries between traditional art aesthetics and pop culture. FriendsWithYou has exhibited at the High Line, NYC, Art Basel Miami, the Walker Art Center in Minneapolis, the Tuen Mun Town Place in Hong Kong, and Haus der Kulturen der Welt Museum in Berlin.

Ross Karre, *Sound Kitchen*

Born in Battle Creek, MI, 1983, lives in Brooklyn, favorite food: sushi

Key Materials: hybrid musical instruments made from kitchen utensils, cookware and appliances, iPads with recording apps, professional sound equipment, Theremin, microphones, dining room table and musician photographs

The Sound Kitchen is an interactive studio where visitors can play, sing and record their own musical creations. Part kitchen and part recording studio, the hybrid space includes musical instruments cleverly fashioned from everyday kitchen appliances and utensils. This art installation celebrates how the kitchen-- and all of the activities that take place there-- is often the nucleus in most homes. Karre provides a pots and pans drum kit, tile marimba, guitar-b-ques, a microphone to add vocals and more. Each original, electronically transformed composition can be saved and shared via the Internet. In the *Sound Kitchen*, visitors get to be a chef, a musician, a singer and a recording engineer as they explore the sonic potential of food preparation.

Ross Karre is a musician and video artist specializing in experimental and contemporary classical music. He is serious about play because it nurtures creativity. His daily practice includes sound exploration with everyday objects, classical percussion instruments, and electronics. Karre interacts with his instruments in numerous ways including striking, rubbing, scraping, bowing, and vibrating. Ross belongs to a century-long lineage of musical explorers using everyday and industrial objects to create new sound worlds from Luigi Rusolo and the Futurists to John Cage.

Karre received his Bachelor of Music from the Oberlin Conservatory in Ohio and his M.F.A. and Doctor of Musical Arts from the University of California San Diego. Trained as a classical percussionist, Ross specializes in contemporary, modern, avant-garde, and experimental music and sound installation. His projection and video art have been exhibited at the National Gallery of Art in Washington DC, the Park Avenue Armory in New York City, and the BBC Scotland. He also regularly performs with Third Coast Percussion in Chicago and red fish blue fish in San Diego.

Marisol Rendon, *Wobbleland* (Toddler Gallery, 4 years and under)

Presented by Ralphs.

Born in Manizales, Colombia, 1975, lives in San Diego, favorite food: "Patacones con Hogao" (Columbian style fried plantains with tomato and green onion sauce)

Key Materials: wood, vinyl, and foam

Artist Marisol Rendon helps visitors celebrate how food and simple activities at home can bring the family together. **Wobbleland** is an active space for toddlers (four years and under), in which they can play with their food! Rendon has created an area that resembles a giant kitchen sink and filled it with oversized soft food sculptures. Toddlers can make creative discoveries as they confront an avocado teeter totter, hard boiled egg puzzle, slices of a giant tomato and so much more. Each sculpture presents challenges such as stacking, spinning, sorting, and rocking and invites the young audience to explore.

Rendon works with both sculpture and drawing as tools to explore her questions about our relationship to the world around us. She works with the unexpected possibilities of everyday objects and asks us to rethink our relationship with them through fantastic new opportunities: an avocado wedge that can be ridden as a teeter totter or giant tomato slices that is also a stackable puzzle. Marisol is particularly interested in creating work for toddlers to stimulate the fluid and creative ways that they observe and define objects.

Rendon received her M.F.A. from Claremont Graduate University in 2003 and is currently Assistant Professor of Art at Southwestern College in Chula Vista, CA. Marisol has had solo exhibitions at the Museum of Art of Pereira in Colombia and the Caldas Museum of Art in Columbia in addition to participating in group exhibitions at the Museum of Contemporary Art San Diego, the California Center for the Arts in Escondido, CA, and the Market Gallery in Los Angeles.

Leah Rosenberg, *I made this for you*

Born in Ann Arbor, MI, 1979, lives in San Francisco, favorite food: watermelon

Key Materials: vinyl-coated columns, hand-made pendent banner, hand-painted wood sign, custom wood “baking” tools, custom-designed aprons, recipe cards, wood cake stands and baking racks

Leah Rosenberg has created a festive environment mimicking a professional bakery and cake shop where visitors can sculpt “treats” out of clay. The artist wants visitors to think about making something that is good enough to give away and take part in the tradition of “food” as offering.

Leah Rosenberg is a painter, sculptor, and cake-maker who works in a variety of media to explore the concept of layering. Leah sees a connection between the layers she makes in her materials, which ranges from cake and frosting to paint, and the way our experiences and memories accumulate over time. Leah works at the Blue Bottle Coffee rooftop garden café where she crafts desserts based upon artworks in rotating exhibitions at the San Francisco Museum of Modern Art.

Rosenberg earned her M.F.A from the California College of Arts in 2008 and her B.F.A. in Visual Arts from the Emily Carr Institute of Art and Design in 2003. She has had solo exhibitions at True Silver Gallery, 18 Reasons, and Z Space gallery in San Francisco and participated in group shows at Kuhn Fine Arts Gallery at Ohio State University, the Center for the Book Arts in New York, and Skydive Gallery in Houston.

Phil Ross, *Mol_d*

Presented in part by the ResMed Foundation

Born in New York City, 1966, lives in San Francisco, favorite food: olives

Key Materials: Reishi mushroom blocks and stools

The 1,000 unusual blocks in this installation have been made out of reishi mushrooms. The artist invented a method of growing the mushrooms in molds and curing them so that they provide organic and durable fun. In his artistic practice, Phil's work builds on the relationship of art and food that began with ancient cave drawings of animal hunts, continued over centuries with celebratory depictions of food and harvests, and today includes artist who use actual foodstuffs in their art. Visitors to the installation can build their own mushroom structures or relax on a mushroom stool.

Phil Ross's artwork centers on his long-time interest in the field of biology. Phil has been working with mushrooms for more than 10 years and has developed a technique for transforming the fungus into an extremely durable, fireproof, and water-resistant material. He "grows" his building blocks for use in his sculptures and furniture and discovered how his material could essentially replace items made from wood or plastic. Phil's overarching goal is to explore the interrelationships between humans, technology, and our living environments.

Phil Ross has exhibited at numerous venues, including the Los Angeles County Museum of Art (LACMA), the Moscow Biennale of Contemporary Art, and the Yerba Buena Center for the Arts in San Francisco. He earned his M.F.A. from Stanford in 2000 and his B.F.A. in sculpture from the San Francisco Art Institute in 1991. He currently works at the University of San Francisco as an Assistant Professor in the Department of Art and Architecture.

Tattfoo Tan, *Nature Matching System*

Born in Malaysia, 1975, lives in Staten Island, NY, favorite food: eggs

Key Material: Vinyl photo mural

The Nature Matching System (NMS) is an expansive mural comprised of a grid of rectangles, with each rectangle representing a Pantone® color that has been matched to the shade of a fruit or vegetable. The focus on the color of food comes from artist Tattfoo Tan's intention to encourage people to eat more nutritious meals. The compounds responsible for the color in many natural foods (phytonutrients) contain essential vitamins and are an important part of a healthy diet. Tattfoo feels that eating a colorful meal is an easy and fun way to eat a vitamin-rich meal. Tattfoo's mural consists of 58 colors representing 58 different fruits and vegetables that are commonly found in grocery stores and farmers markets. The colorful mural covers the walls on two floors of the museum.

Tattfoo Tan is a New York-based artist who playfully combines food and art to encourage audiences to live healthier and more environmentally sustainable lives. His work involves audience participation so that the making of art becomes shared experience. Tattfoo designs his works to be transitory and conceptual in nature while also being engaging and educational.

In 2010, Tattfoo was awarded the Annual Award for Excellence in Design for a public design commission for the City of New York. Currently working in Staten Island, New York, he has had solo exhibitions at Redux Contemporary Art Center in Charleston, Peng Gallery in Philadelphia, and at the Lower East Side Tenement Museum in New York. He has also participated in group exhibitions at institutions such as Parsons, The New School for Design in New York and Artisphere in Arlington, Virginia.

Tattfoo Tan, *S.O.S. 5p.m. West*

Key Materials: chickens, chicken coop

S.O.S. 5pm West, a second project by Tattfoo Tan, features five egg laying chickens living in the Museum's urban setting. Tattfoo created the original **p.m. project** to house 5 chickens (or poop machines as Tattfoo affectionately refers to them) in his Staten Island home and studio. The chickens are part of a larger art project that embraces a green lifestyle that is both healthy for participants and environmentally responsible. This project allows Tattfoo to demonstrate the hands-on steps that people can take to create a more sustainable environment

Jason Torchinsky, *Food Truckin'*

Born in New Rochelle, NY, 1971, lives in Los Angeles, favorite foods: cold udon noodles or a really good hot dog

Key Materials: MDF, plastic, rubber, metal, wood, paint, LEDs

Food Truckin' invites visitors to customize their own food delivery vehicles and explore the processes involved in food production, transportation and distribution. ***Food Truckin'*** invites visitors to design, steer, load up vehicles and explore how trucks "drive" the food industry. Children will be able to customize their own food truck with components from the garage, design their own food packages in the food packaging station and stock the warehouse. They'll be able "drive" the trucks around to see how far some foods travel and track food miles on the floor map.

Jason Torchinsky is an artist, writer, and designer based in Los Angeles, California. He works in a wide variety of media including illustration, game design, sculpture and installation. Jason has a strong interest and connection to the automobile industry as a test driver and reviewer. For this project, Jason tapped his love of cars and trucks to specially design kid-sized vehicles that help explore the transportation of food.

Torchinsky received his B.A. in Art History from the University of North Carolina at Chapel Hill. In addition to writing for the automotive website Jalopnik.com, Jason co-edited a book with writer Carrie McLaren titled *Ad Nauseam: A Survivor's Guide to American Consumer Culture*. He is currently working on a book about retro automobile design. Jason has worked with Machine Project, a Los Angeles-based artist group, and his installations have been shown at the Los Angeles County Museum of Art (LACMA) and the Hammer Museum in Los Angeles.

Nina Waisman, *Orange we...*

Born in Salt Lake City, UT, lives in Los Angeles, favorite food: artichokes

Key Materials: steel, custom-made urethane rubber oranges, climbing ropes, computers, microcontrollers, Kinects, infrared proximity sensors, directional and standard speaker, software built on the open source platforms of Pure Data, Processing, OpenNI, and ipMIDI.

Orange we... is an art installation comprised of two large sculptures (*grove* and *loop de loop*) that respond to movement via sound. Inspired by oranges, *grove* and *loop de loop* emit sounds that relate to this fruit as visitors engage with the sculptures.. Some of these sounds, like orange juice being poured, are familiar while others might not be so easily recognized. As visitors activate the artwork with gestures and touches, they will create a unique sound-filled journey through the orange-inspired landscape. The artist wants visitors to think about how one's relationship to something, i.e. oranges, affects what that item means.

Nina Waisman is an artist who makes sculptures that respond to movement. A former dancer, she explores how ideas and ways of thinking are influenced by how our bodies experience different spaces. Nina wants visitors to experience how the meaning of something as simple as an orange shifts depending on how you physically encounter it. The artist encourages visitors to put together their own story or feeling for the orange by using their bodies to tune the many orange-related sounds available in the space.

Nina Waisman has had several solo exhibitions at venues such as the California Center for the Arts, Escondido, CA, the Marcuse Gallery at the University of California, San Diego, and the Art Center College of Design in Pasadena, CA. Nina has participated in numerous group exhibitions, including at the San Diego Museum of Art and the Orange County Museum of Art, and she frequently collaborates with the artist collective, CUBO.

Urban Plantations and Spurlock Poirier Landscape Architects, *Garden Project*

Urban Plantations (Karen Contreras, CEO, Born in Los Angeles, 1955, lives in San Diego, favorite food: figs) and Spurlock Poirier Landscape Architects (Martin Poirier, Principal, born 1963, Detroit, MI, lives in San Diego, favorite food: bacon)

Key Materials: planter boxes, soil, plants, bicycle wheels, metal sculptures.

Connecting with the growing of food is an essential part of understanding nutrition, health, and sustainability. Knowing how fruit and vegetables grow and how long the cycle takes helps educate visitors about food production and agriculture. The Museum's Garden Project is a demonstration space that is also artfully designed. It features seasonal edible plants and sculptural elements incorporated into the planting areas. Each season, visitors will plant and harvest organic fruit and vegetables through workshops that teach gardening skills and provide information about eating healthy, fresh and local food.

This garden is a collaborative effort by two organizations that focus on designing healthy environments. Urban Plantations specializes in edible landscaping to make positive changes in our region's environment and economy. Spurlock Poirier Landscape Architects is an award winning firm that takes special care in creating enjoyable site specific landscapes that matter to the people who experience them.

Together, these two teams designed an artistically beautiful and healthy organic edible environment for children and families to learn how to grow fresh, sustainable, and delicious food.

Karen Contreras, CEO of Urban Plantations, is a Master Gardener and Master Composter. In addition to serving on the boards of Roots San Diego and the Urban Farming Curriculum Committee at San Diego City College, Karen also teaches gardening classes in San Diego. Martin Poirier, partner at the Spurlock Poirier Landscape Architects firm since 1990, is passionate about combining elements from different disciplines, including fine arts, in his designs. Both he and Andrew Spurlock, who founded the firm, have been named Fellows of the American Society of Landscape Architects.

Woodbury University School of Architecture, Library

Designed by third year Woodbury University students under the direction of Stan Bertheaud (Professor, born 1955, Guantanamo Bay Naval Base, Cuba, lives in San Diego, favorite food: thin cut fried catfish from Middendorf's in Manchac Louisiana) and Miki Iwasaki (Adjunct Faculty, born 1973, Redondo Beach, CA, favorite food: Mom's Ton-Katsu Curry on white rice).

Key Materials - Plywood, paint, books, hardware, carpeting, upholstery, acrylic and lighting

The library has been designed by local architecture students to offer visitors a quiet place to relax and explore the infinite possibilities that books and quiet time can present. This unique library, built out of plywood, includes organic shapes and repeating horizontal lines that turn the entire space into a beautifully soothing sculptural installation. The juxtaposition of open areas with discreet reading nooks provides a perfect setting for children and families to delve into books individually or together. Comfortable reading spaces with easy-to-reach books complete the functionality of the space.

NCM invited third year architecture students from Woodbury University's School of Architecture in San Diego to design and build a library space for visitors. The project was structured as an internal design competition with 29 students competing on eight teams. For the project, two designs that combined open areas with intimate reading nooks were selected. The two teams then had to work together to reformulate a final layout. The library was designed and built entirely by the students with guidance from their professors.

Joe Yorty and John Brady, *Dinner T.V.*

Joe Yorty, born in St. George, UT, 1977, lives in San Diego, favorite food: tacos
John Brady, born Buffalo, NY, 1962, lives in San Diego, favorite food: mashed potatoes and gravy

Key Materials: Second-hand TV monitors, video projectors, original and contributed videos, custom tablecloth, assembled second-hand tables and furniture

Joe Yorty and John Brady have created a playfully large dining table covered by a custom designed tablecloth. Underneath the table is a hidden screening room where visitors can watch entertaining home videos of children eating. The artists focus on the iconic symbol of the dining room table and capture the messy and joyous process of discovering new foods and learning to feed oneself.

The projected videos have been sourced from popular Internet sharing sites, such as YouTube, as well as from Museum visitors. TV monitors on the surface of the table show meals disappearing as they are eaten.

Yorty and Brady share a fascination for thrift stores and incorporate second-hand objects in their artwork as a means of capturing a collective portrait of the American family. The artists emphasize how these objects translate into a larger collective memory of home and domestic space. Yorty earned his B.F.A. from the University of San Diego in 2002 and his M.F.A. from the UCSD in 2012. He is currently the Art Studio Technician in the Department of Art, Architecture and Art History at USD. He frequently collaborates with several San Diego artist-run spaces and has exhibited at venues such as Higher Pictures, New York, the San Diego Museum of Art, New Wright Gallery at UCLA, and the Los Angeles Municipal Art Gallery.

For more details, go to www.thinkplaycreate.org/feast.

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ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. Serving San Diego for 30 years, the Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. NCM is a non-profit institution funded by admissions, memberships and community support. Learn more at thinkplaycreate.org

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