



NEWS RELEASE

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FOR IMMEDIATE RELEASE: September 4, 2012

- WHAT:** The Builders Association: *HOUSE/DIVIDED*
WHEN: Thursday, October 11 at 7:30 p.m.
WHERE: Fine Arts Center Concert Hall, Chamber Seating
University of Massachusetts Amherst
TICKETS: Call 1-800-999-UMAS or 545-2511 for tickets or go online to
<http://www.fineartscenter.com/>
IMAGES: To download images relating to this press release please go online to
<https://fac.umass.edu/Online/article/Images>

THE BUILDERS ASSOCIATION *HOUSE/DIVIDED* CAPTURES THE CONTEMPORARY IMPACT OF *THE GRAPES OF WRATH*

"The Bank or the Company needs wants insists must have as though the Bank or the Company were a monster, with thought and feeling.... But the monster is sick. Something's happened to the monster."

– John Steinbeck, *The Grapes of Wrath*

On Thursday, October 11 at 7:30 p.m. in the Fine Arts Center Concert Hall, The Builders Association *HOUSE/DIVIDED* will offer an incisive and insightful examination of the current mortgage crisis juxtaposed with passages from John Steinbeck's classic Depression-era novel, *The Grapes of Wrath*.

Throughout *HOUSE/DIVIDED*, the Builders employ their trademark digital media and video wizardry, integrated into and supplementing the live action onstage. There's even a smartphone app to augment the viewing experience where the audience can receive extra information during the performance. The company's assemblage of images and scenes illuminates foreclosure's impact on American character and our collective sense of identity. The show will also point toward local efforts to rebuild and transform our own communities. Prior to the production there will be opportunities to talk about our own fears, experiences and what the future looks like.

On Sunday, September 30 at 5 p.m., there will be a free showing of John Ford's classic cinematic rendering of *The Grapes of Wrath* at Bowker Auditorium. A Q&A will follow the film, which will be introduced by UMass Economics Department Senior Lecturer John Stifler.

On Wednesday, October 10 from 5 to 6 p.m. at the FAC Concert Hall, members of the public may watch a portion of the technical rehearsal for *House/Divided*. Following the technical rehearsal, at 6:30p.m., members of the audience may stay for a casual dialogue and reception including UMass

Economics Department Senior Lecturer John Stifler and The Builders Association Artistic Director Marianne Weems. The colloquium will focus on the impact of the housing and mortgage crisis and the artistic development of *HOUSE/DIVIDED*. Reservations may be made by calling 413-545-0190

Using John Steinbeck's classic novel *The Grapes of Wrath* as a narrative backbone, *HOUSE/DIVIDED* tells contemporary tales of foreclosure, following economic refugees and migrants from two different American eras. Steinbeck's Joad family moves along the great Dust Bowl migration, while a contemporary house rooted to its site, yet connected to a web of global finance and investment, becomes a container for stories from the current, evolving crisis. *HOUSE/DIVIDED* explores the changing meaning of home, homelessness, and place both in the present moment and in the broader context of the American mythos.

On stage, *HOUSE/DIVIDED* is built around an archetypal house that is sometimes inhabited, sometimes abandoned, sometimes transformed or broken, and sometimes only imagined or remembered by those who have moved on or lost their homes. In *HOUSE/DIVIDED* this house is more than an image or representation; it is an artifact of the current upheaval, the real thing: a foreclosed house from Columbus, Ohio dismantled and carried in pieces to the stage to tell its story (an outgrowth of the Builders' series of creative residencies at Wexner Center for the Arts and the Ohio State University). The house is a tragic character, inhabited and manipulated by the people and institutions that have surrounded it from an owner and renter to a local realtor all the way to the trading desk at Goldman Sachs and the Swiss headquarters of reinsurance giant AIG.

Tickets for *House/Divided* are \$35, \$25, and \$15; Five College, GCC, STCC students and youth 17 and under are \$10. For tickets call the Box Office at 545-2511, toll-free at 800-999-UMAS, or purchase online at fineartscenter.com. The performance is sponsored by Applied Mortgage Services, The *Valley Advocate*, 93.9 The River and The David Pakman Show; special grant support has been provided by the new England Foundation for the Arts.

PHOTOS

Hi-res photos available for download in our [press room](http://www.fineartscenter.com/press): www.fineartscenter.com/press

PRESS PASSES

Limited press passes are available. Please contact Shawn Farley at 413-545-4159 or sfarley@admin.umass.edu.

ABOUT THE FAC

The Fine Arts Center, located on the UMass Amherst campus, is a presenter of music, dance, theater and the visual arts, bringing hundreds of outstanding and provocative artists to the Pioneer Valley for over 35 years.

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