

University Gallery

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Movable Feast

A Socially Engaged Art and Food Project

Opening Reception: Thursday, September 23, 2010, 4:30 – 7PM

Front of Fine Arts Center (near Haigis Mall)

Various locations throughout the Valley during September and October, 2010

The University Gallery at the Fine Arts Center UMass Amherst will premiere an outdoor public art exhibition, *Museum Without Walls*, September - November 2010. "Movable Feast," one of the projects in this exhibition, is a collective, collaborative project between Joseph Krupczynski (art activist, Northampton designer and UMass professor), Nuestras Raices, the Holyoke Food and Fitness Policy Council and the University Gallery. The project is transforming a traditional mobile food cart into a visual and culinary feast. It coincides with the University Gallery's participation in the Museums10 fall festival "Table for Ten." Throughout the fall "Movable Feast" will circulate from the UMass campus to rotating locations in Holyoke, Amherst, Northampton and Springfield. Locations will be listed on the Gallery's website and on the project website as well.

"Movable Feast" is a socially engaged art and food project to promote "Food System Change," and a literal and metaphoric vehicle that advocates for building a healthier regional food system. The project provides a visual and culinary catalyst for discussing, highlighting and disseminating information about healthy community-based food practices in Western Massachusetts' diverse communities.

The retrofitted mobile food service trailer at the center of this project is an advocacy tool for healthy eating, local food production and sustainability. At each of its stops this autumn, informational presentations, informal performances, and vegetarian fare are all combined to expand conventional notions of food, people, place and the potential for engaged public art to be a catalyst for change.

We gratefully acknowledge our community partners in this project: Nuestras Raices Inc. of Holyoke, a grass-roots organization that promotes economic, human and community development through projects relating to food, agriculture, and the environment; The Holyoke Food and Fitness Policy Council whose mission is to create and sustain a more healthy and vibrant Holyoke through the development of programs, policies, community leadership and advocacy; The Holyoke Health Center; Chartwells; Holyoke Housing Authority; Food For Thought Books Amherst; Tuesday Market, Northampton. Special thanks to our talented chefs; Ana Jaramillo at the Holyoke Health Center & Martin Carrera and La Veracruzana Restaurant.

Diego Angarita of Nuestras Raices has provided committed support, and UMass graduate student James Fiore has been instrumental in making this project a reality.

The University Gallery expresses its special thanks to the following organizations and people who have made this project possible: Joseph Krupczynski / studio projects; The Art Angels; The Graduate Dean's Office; the University Public Art Committee at UMass; Museums10, Basette Printing; Eco-Products Inc.; and the Massachusetts Cultural Council.

Movable Feast Schedule, Fall 2010

Thursday 9/23 4:30 - 7:00 PM
UMass Amherst / Haigis Mall
University Gallery Opening Event

Saturday 9/25 12:00 – 6:00 PM
Holyoke / La Finca: Harvest Festival
24 Jones Ferry Road

Tuesday 9/28 1:30 – 6:30 PM
Northampton / Tuesday Farmers Market
Next to Downtown Parking Garage

Sunday 10/3 1:30 – 3:00 PM & 4:00 – 5:30 PM
Holyoke / Toepfert Apartments, North Summer Street &
Beaudoin Village, Leary Drive

Tuesday 10/5 4:30 – 7:00 PM
Amherst / Food for Thought Books / Panel Discussion
106 North Pleasant Street

Saturday 10/9 10:00 – 2:00PM
Springfield / Mason Square Farmers Market
11 Wilbraham Road

Tuesday 10/12 3:00 – 5:00 PM
Holyoke / El Arco Iris
561 South Canal Street

ALL DATES AND LOCATIONS SUBJECT TO CHANGE / CHECK FOR UPDATES AT:
www.movablefeastproject.org

The University Gallery's website can be found at
www.umass.edu/fac/universitygallery