

CROSS TOWN CONTEMPORARY ART

XTCA: Cross Town Contemporary Art is an outdoor public art exhibition that seeks to reveal our interconnectedness as citizens and to highlight the gateway district between downtown Amherst and the University of Massachusetts. The University Museum of Contemporary Art (UMCA) has partnered with the UMass Architecture Department and the Town of Amherst to build an art and culture bridge—a series of public sculptures—to activate the North Pleasant Street corridor and connect downtown to campus. The exhibition features work by 13 nationally recognized artists, local artists and members of the academic community. The goal of this project is to generate a robust public dialogue about the value of art and culture in building community.



HEAR FROM THE ARTISTS!

XTCA Audio Tour available from any smart device:

[SPTS.US/UMCA/XTCA](https://spts.us/umca/xtca)



UNIVERSITY MUSEUM
OF CONTEMPORARY ART
University of Massachusetts Amherst

University Museum of Contemporary Art
Fine Arts Center
University of Massachusetts Amherst
UMASS.EDU/UMCA

ACKNOWLEDGMENTS

Project Organizers

Eva Fierst, Former Education Curator, UMCA, UMass
Amanda Herman, Acting Education Curator, UMCA, UMass
Sandy Litchfield - Assistant Professor,
Department of Architecture, UMass
Loretta Yarlow, Director, UMCA, UMass

Primary Underwriters

UMass Creative Economy Fund, Office of the President, Boston
Garland Construction Corporation
UMassFive College Federal Credit Union

We recognize the following for their generosity

Agnoli Sign Company
Amherst Business Improvement District
Amherst Department of Public Works
Amherst Public Art Commission
Berkshire Taconic Community Foundation -
Artist's Resource Trust
Double Edge Theatre
IdeaCo. Brand + Ideation
Massachusetts Cultural Council, Town of Amherst
Simpson Gumpertz & Heger
TheaterTruck Collective
UMass Amherst Office of External Relations
UMass Amherst Facilities & Campus Services
Wanczyk Nursery

With special thanks to the following individuals for their involvement

Paul Bockelman, Manager, Town of Amherst
Leann Leake, Graduate Student, Arts Management
Bibiana Medkova, M.F.A. Studio Arts candidate
Lindsay Schnarr, Architect, MArch '11
Alan Snow, Division Director, Trees & Grounds, Town of Amherst
René Théberge, Member of the Amherst Public Art Commission
Kara Westhoven, B.A. '18, Art History and History



University of Massachusetts

Amherst • Boston • Dartmouth • Lowell • Medical School • UMassOnline



CROSS TOWN
CONTEMPORARY
ART

JULY 1 - NOV 1
2018

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A

ARTISTS

- 1 COLLECTIVE-LOK
FRAMING
- 2 ROB SWAINSTON
FREE THE PRESS
- 3 NAOMI DARLING AND
DARRELL PETIT
SOLAR TIME
- 4 JOSEPHINE HALVORSON
TREE MEASURE (AMHERST)
- 5 PAMELA MATSUDA-DUNN
BRIDGING OUR COMMUNITY
- 6 ROBERLEY BELL
A VISITOR AND ONE OTHER
- 7 TOM FRIEDMAN
GHOST SHED
- 8 BENJAMIN S. JONES
ALL THE TIME IN THE WORLD
- 9 ERIKA ZEKOS
COMMON SOUNDING
- 10 SARAH BRAMAN
DAY TRIP
- 11 HAROLD GRINSPOON
FAMILY REUNION
- 12 GARY ORLINSKY
GIOCO
- 13 JOSEPH KRUPCZYNSKI
BUILDING BRIDGES
OPENS IN THE UMCA GALLERY SEP 12

XTCA EVENTS

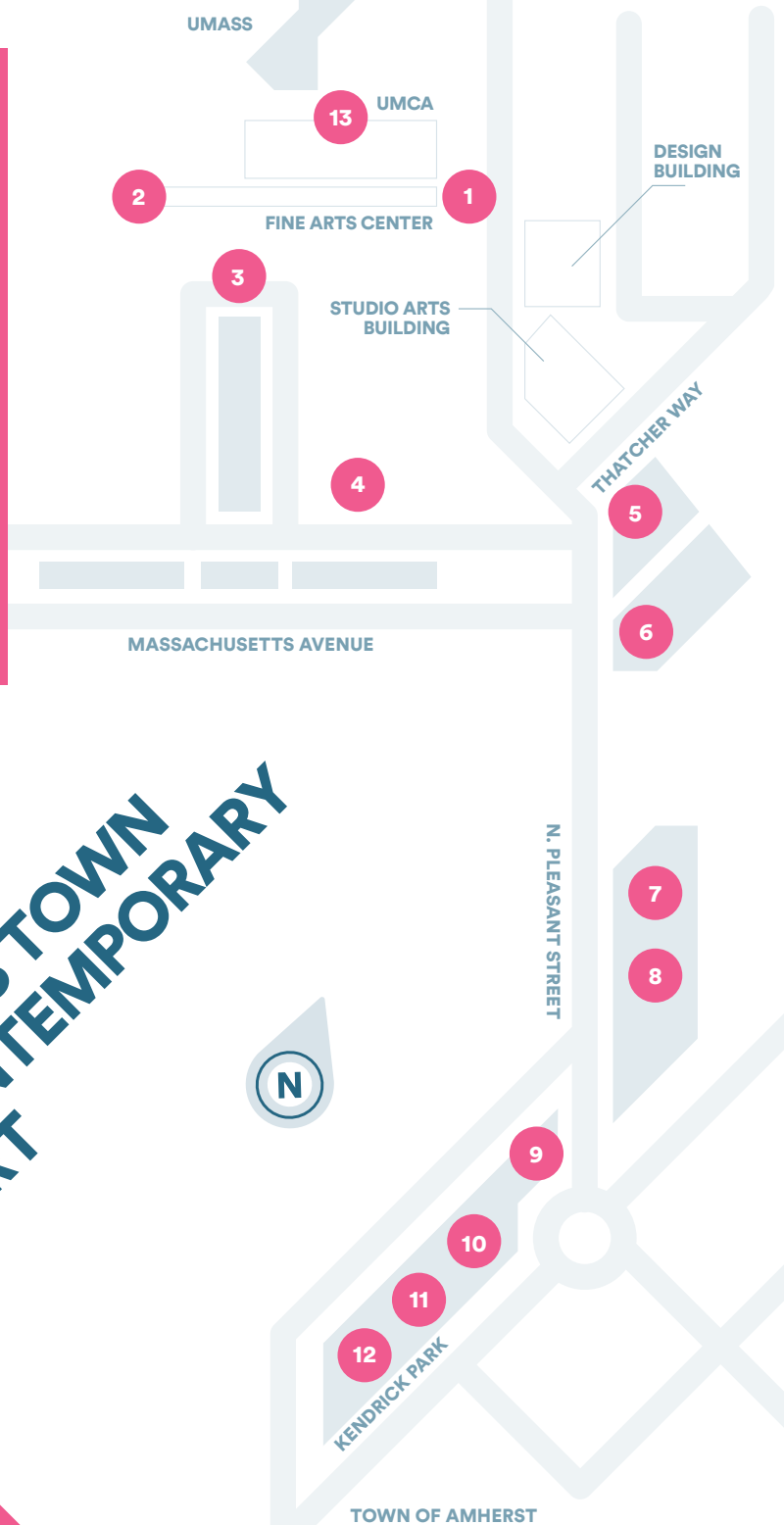
- Jul 1 Exhibition Opens
- Aug 2 Amherst Arts Night Plus
- Sep 6 Amherst Arts Night Plus
- Sep 21 Exhibition Reception
- Sep 22 XTCA Symposium
and Parade
- Oct 4 Amherst Arts Night Plus
- Oct 12 For Freedoms Town Hall
- Nov 1 Exhibition Closes



For details on these and other XTCA events please visit:
UMASS.EDU/UMCA



XTCA AUDIO TOUR:
SPTS.US/UMCA/XTCA



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