



UNIVERSITY MUSEUM OF CONTEMPORARY ART
University of Massachusetts Amherst

PRESS RELEASE

XTCA: Cross Town Contemporary Art

ON VIEW: July 1 – November 1, 2018

OPENING RECEPTION: Friday, September 21, 5 – 7:00 P.M.

SYMPOSIUM: Saturday, September 22, 10 A.M., – 4 P.M., John W. Olver Design Building

PARADE: Saturday, September 22, 4 – 5:00 P.M., UMCA to downtown Amherst



Thirteen artists and architects have created outdoor installations, from UMass to the town of Amherst, connecting “town and gown” in innovative ways. This is a collaboration with the UMass Department of Architecture.

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.

Visitors may enjoy an audio tour of the exhibition from any smart device: spts.us/umca/xtca.

The goal of *XTCA* is to generate a robust public dialogue about the value of art and culture in building community. To this end, we will present a full-day public symposium and exhibition-route parade on Saturday, September 22.

THE XTCA ARTISTS ARE:

Roberley Bell / Sarah Braman / Collective-LOK / Naomi Darling and Darrell Petit / Tom Friedman / Harold Grinspoon / Josephine Halvorson / Benjamin S. Jones / Joseph Krupczynski / Pamela Matsuda-Dunn / Gary Orlinsky / Rob Swainston / Erika Zekos

THE XTCA SYMPOSIUM will commence with keynote speaker Jennifer Delos Reyes, an internationally known writer, artist, and cultural critic, who is also Associate Director of the School of Art and Art History at the University of Illinois, Chicago. Delos Reyes will provide an historical context for the exhibition and introduce key contemporary examples of work that successfully intersects art, architecture, and community building. There will be three themed sessions following her lecture, featuring participating artists, faculty from all five colleges, and community leaders. This symposium will take place in the new John W. Olver Design Building at UMass and offers a rare opportunity for members of our community to participate in a rigorous dialogue about the value of art in the public sphere. Attendees will have the chance to learn from the presenters and share their insights and input.

PARADE. Following the symposium, an engaging parade will take attendees on a walking tour of all the outdoor projects. This performative event will be accompanied by musicians, stilt walkers, flag wavers, dancers and more. Performers will respond directly to each sculptural installation, encouraging participation and involvement from all age groups. The parade invites families and young people from the community to join the tour and celebrate art and creative expression in the gateway district. The parade will culminate with a community gathering in the town of Amherst where participants can meet the artists and presenters and celebrate the day.

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, Adjunct Professor of Art History, 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.
Jake's at the Mill
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, M.Arch. '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

Find updates about museum programs at www.umass.edu/umca. For additional information, please contact Betsey Wolfson, Business and Communications Manager; University Museum of Contemporary Art, Fine Arts Center; University of Massachusetts Amherst; 413 545-3672; bhwolfson@acad.umass.edu