



## FOR IMMEDIATE RELEASE

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### **PHOENIX INSTITUTE OF CONTEMPORARY ART (phICA) PRESENTS 18 EXHIBITS IN *ONLOADED 3* SERIES IN ROOSEVELT ROW REPURPOSED SHIPPING CONTAINERS DURING 2015-2016 AND LAUNCHES EMERGING CURATOR INITIATIVE**

(Phoenix, AZ USA)— phICA has expanded its *Onloaded 3* programming for the 2015-2016 Season (October, 2015 – May, 2016) from two to three repurposed shipping containers on Roosevelt Row in Downtown Phoenix. In the third container programmed by Halt Gallery last season, phICA is launching its *Emerging Curator Initiative* with 8 curators planning 8 exhibitions from concept through de-installation. The Initiative envisioned by Ted Decker provides actual curatorial experience for recent Art History graduates from ASU as well as artists from the community who have expressed an interest in gaining this knowledge. The 13 solo *Onloaded 3* exhibitions curated by phICA co-founder and director/curator Ted G. Decker showcase art work by emerging Phoenix-based artists and with work by Arizona, national, and international artists. There is a didactic element to the project in that each of the artists, in tandem with the curator, must make decisions as to installation and space design with regard to showing art work to large crowds and in a non-conventional venue. The dimensions of each container are approximately 18 feet deep x 7.5 feet wide x 8 feet high (5.49 x 2.29 x 2.44 meters).

In January, 2014, phICA launched this innovative series of curated “pop-up” solo exhibitions in repurposed cargo containers. The containers were purchased by Roosevelt Row CDC and converted into white “cube”, wood floored gallery spaces. The decision by phICA to expand its programming for 2015-2016 was based on the success measured in critical review, observed viewer appreciation (estimated at 75,000+ people who attended Phoenix First and Third Friday events and who visited the phICA website from October, 2014 through mid-June, 2015), and the need for bringing art to where viewers gather. In its comprehensive study of the American art scene released in December, 2014, the prestigious James Irvine Foundation cited phICA /Roosevelt Row pop-up galleries in repurposed shipping containers as **one of 10 organizations** in the United States using “inspiring ways in utilizing new spaces to reach new audiences”.

The artists have been selected on the merit of their work, their commitments to their professional artist careers, and the catalytic effect that phICA may have in bolstering careers through providing opportunities for exposure of their art to the public at this time. Artists from other places will travel to Phoenix for this project and will participate in a phICA **Immersive Artist Residency** during which time they will speak with Phoenix area creatives, university/college and high school students, visit other regional cultural institutions, and will have opportunities to visit Arizona “must-see” destinations like Sedona and the Grand Canyon. Previous successful residencies include Phoenix-based visual artist Sue Chenoweth in Rio de Janeiro, and Felipe Goes and Wanderson Alves last season in Phoenix. This season includes 3 international artists in residence from Brazil, Iran, and Mexico.

Phoenix Institute of Contemporary Art (phICA) is a not-for-profit organization which compliments other regional cultural institutions while differentiating itself through collaboration and community partnerships and by offering new portals of entry for enjoying, understanding, and interpreting contemporary art. phICA was envisioned and is structured to be organic and efficient and is a non-collecting institution with a primary focus on exhibition projects, culturally-immersive artist residencies, and arts incubation activities. The founding Board of Directors first met to discuss their mutual vision in October 2007, officially organized the organization in 2009 with the first exhibition project launched in March 2011.

**ONLOADED 3 Project Artists for Fall, 2015 – Spring, 2016:**  
(openings are Third Friday of the month; also open on First Fridays)

**Edgar Fernandez**, Tolleson, Opens October 16, 2015 - November 15, 2015

**Takashi Hara**, Tempe/Tokyo, Opens October 16, 2015 - November 15, 2015

**Túlio Pinto**, Porto Alegre, Brazil, Opens November 20, 2015 – December 13, 2015  
(includes phICA Immersive Artist Residency)

**Kelsey Duff**, Gilbert, Opens November 20, 2015 – December 13, 2015

**Alberto Aguilar**, Chicago, Opens December 18, 2015 – January 10, 2016

**Daniel Alcalá**, Mexico City, Mexico, Opens December 18, 2015 – January 10, 2016  
Collaborative project with Centro Internacional de las Artes, AC (CIAAC), Tijuana, Mexico  
(includes phICA Immersive Artist Residency)

**Bob Adams**, Phoenix, Opens January 15, 2016 – February 14, 2016

**Malena Barnhart**, Tempe, Opens January 15, 2016 – February 14, 2016

**Christine Cassano**, Phoenix, Opens February 19, 2016 – March 13, 2016

**Carolyn Lavender**, Phoenix, Opens March 18, 2016 – April 10, 2016

**Monica Aissa Martinez**, Phoenix, Opens March 18, 2016 – April 10, 2016

**Frank Gonzales**, Tempe, Opens April 15 – May 15, 2016

**Exhibition for Artist selected from Call for Proposals**, Opens April 15 – May 15, 2016

**EMERGING CURATOR INITIATIVE Exhibition Projects for Fall, 2015 – Spring, 2016:**  
(openings are Third Friday of the month; also open on First Fridays)

**Cory J. Rogers**, Tempe, Opens October 16 – November 15, 2015

**Brittany Corrales**, Tempe, Opens November 20 – December 13, 2015

**William LeGoullon**, Scottsdale, Opens December 18, 2015 – January 10, 2016

**Amelia Miholca**, Scottsdale, Opens January 15 – February 14, 2016

**Elnaz Bokharachi**, Tempe/Tehran, Opens February 19 – March 13, 2016

**Cory Slawson**, Tempe, Opens February 19 – March 13, 2016

**Kev Nemelka**, Phoenix, Opens March 18 – April 10, 2016

**Nic Wiesinger**, Phoenix, Opens April 15 – May 15, 2016