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For Immediate Release.

MCASB Launches Groundbreaking Public Art Initiative



SPORTS, Artist's rendering of *Runaway*, Courtesy the Artists.



Artist photos from left to right: Tanya Aguiñiga, Cruz Ortiz, April Bojorquez and Matt Garcia of desertArtLAB. All photos Courtesy the Artists.

Museum of Contemporary Art Santa Barbara (MCASB) is proud to announce the launch of *takepart | makeart: taking art outdoors*, a community-wide public art initiative that increases access to contemporary art for Santa

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Barbara residents. The initiative will feature unique, interactive arts programs led by prominent social practice artists and centered geographically around a vibrant traveling public art installation.

The first initiative of its kind in the Central Coast region, *takepart | makeart* will kick-off in January 2017 with the installation of *Runaway*, a modular, adaptable public art pavilion designed by artist duo SPORTS that will travel to various locations throughout three distinct Santa Barbara neighborhoods: the Westside, the Waterfront, and Isla Vista. At each installation site, MCASB will host a series of events featuring artists Tanya Aguiñiga, Cruz Ortiz, and Matt Garcia and April Bojorquez of desertArtLAB. The artists, chosen for their extensive experience working in the public sphere, will each collaborate with local residents and organizations to create relevant and imaginative programs as a means of generating dialogue, connection, action, and artistic exchange around critical issues facing Santa Barbara.

Funding for the arts is quickly drying up on both state and local levels, making access to hands-on contemporary arts programming hard to come by, especially for communities that are traditionally considered underserved. Recognizing that challenge, as well as a general need for more art in our lives, *takepart | makeart* provides Santa Barbara's diverse communities with innovative opportunities to explore contemporary art in the neighborhoods where we live, work, and play. All events will be free, open to the public, and will feature bilingual programming, making this a true community-wide initiative.

takepart | makeart has received significant funding from The James Irvine Foundation Exploring Engagement Fund. Additional funding has been provided by California Arts Council, The Towbes Foundations, Santa Barbara, Foundation, and Santa Barbara County Office of Arts and Culture.

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About Museum of Contemporary Art Santa Barbara:

Museum of Contemporary Art Santa Barbara (MCASB) is a non-profit, non-collecting museum dedicated to the exhibition, education, and cultivation of the art of our time. Formerly Santa Barbara Contemporary Arts Forum (CAF), MCASB is the premier venue for contemporary art between Los Angeles and San Francisco. MCASB is located at the Paseo Nuevo Shopping Center Upper Arts Terrace in downtown Santa Barbara, CA. With the opening of the MCASB Satellite @ Hotel Indigo Santa Barbara in February of 2012, MCASB becomes one museum with two locations. Located in the Hotel Indigo Santa Barbara at 121 State Street, the MCASB Satellite space features yearlong exhibitions of stimulating contemporary artworks.

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