

For Immediate Release

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*** *Open House:* Sunday, June 1, 2008, 2 to 6pm ***

**THE BRONX MUSEUM'S AIM PROGRAM BRINGS TO THE FORE
36 NEW FACES IN CONTEMPORARY ART**

(Bronx, NY) – *How Soon Is Now?* opening Sunday, June 1, 2008, features an array of work by 36 artists from throughout the metropolitan area, all of whom have participated in the most recent incarnation of Artist in the Marketplace (AIM) at The Bronx Museum of the Arts, one of the most celebrated and competitive programs for emerging artists in the country. The title, a nod to the 1985 hit song by The Smiths, alludes to the immediacy of being in the moment and the current state of the art world today.

The program, now in its 28th year, anticipates new artistic directions, as it celebrates the vitality and promise of new voices. Photography and video predominate this year as a number of these up-and-coming artists look toward trends in art-making practices. A range of other media including installation, drawing and painting are also represented.

A comprehensive catalog will accompany the exhibition, featuring essays by Erin Riley-Lopez, Assistant Curator at the Bronx Museum and the organizer of the exhibition, and Claire Barliant, Senior Editor for *Modern Painters*. Barliant's essay will focus on the possibility of using the market as an artistic medium, and a way to challenge the status quo.

An annual event, the Artist in the Marketplace exhibition marks the Museum's ongoing commitment to support emerging artists by providing unique career development opportunities. Over the last three decades, the program has served over 1,000 participants, including many like Whitfield Lovell, Glenn Ligon and Polly Apfelbaum who have gone on to establish international reputations. AIM offers a cycle of two sessions a year and culminates in a group exhibition of participants from both terms at The Bronx Museum. The exhibition remains on view through August 18. A closing reception is scheduled for Friday, August 15, from 6:00 – 8:00pm.

Artists: Negar Ahkami, Blanka Amezkua, Keliy Anderson-Staley, Daniel Bejar, Charles Beronio, Matthew Burcaw, Si Jae Byun, Brendan Carroll, Vidal Centeno, Margarida Correia, Rä di Martino, Jason Falchook, Michelle Frick, David Gilbert, Kyung Woo Han, Cosme Herrera, Catherine Kunkemueller, Luke Lamborn, Sujin Lee, Bill Lohre, Rebecca Loyche, Giuseppe Luciani, Brian Lund, Emcee C.M., Master of None, Kelli Miller, Laura Napier, Dulce Pinzon, Christy Powers, Risa Puno, Ronny Quevedo, Sa'dia Rehman, John Richey, Irys Schenker, Mark Stafford, Jeanne Verdoux, and Angie Waller.

Also on view in The Bronx Museum's North Wing terrace are three sculptures on loan from artists and collaborators John Ahearn and Rigoberto Torres. Since 1980, they have exhibited

the beauty and personality of the Bronx through their plaster body cast murals. Their works are inspired by Bronx residents, the subjects of their body casts, and have become part of the borough's landscape.

Artist in the Marketplace is generously supported by the Jacques and Natasha Gelman Trust, The Greenwall Foundation, and Helena Rubinstein Foundation, and Jerome Foundation.

PUBLIC PROGRAMS

In conjunction with the exhibition *How Soon Is Now?*, the Bronx Museum will present an exciting series of panels and public programs relating to AIM as well as focused on the new surge of developments ongoing in the South Bronx.

Panel Discussion: Grand Concourse: Cultural Crossroads

SATURDAY, JUNE 7, 3:00 pm

North Wing—2nd Floor

Admission: \$5.00, free for Bronx Museum members

Panel on grassroots initiatives that foster and promote dialogue among diverse populations and how the Grand Concourse serves as an axis drawing new waves of immigrant communities.

Featuring Gail Nathan (Bronx River Art Center), Kellie Terry-Sepulveda (The Point), Charles Rice-Gonzales (BAAD). Moderated by Holly Block (Executive Director, Bronx Museum of the Arts).

A walking tour of the neighborhood led by Sam Goodman will start at 11am promptly. Reservations requested at 718-681-6000 ext. 132

Family Affair—Urban Kids Save the Environment!

SATURDAY, JUNE 14, 2008, 1:00 to 3:00 pm

North Wing—3rd Floor

Free with Museum admission

As part of this year's edition of the Grand Concourse Centennial Project, this intergenerational hands-on workshop will explore themes related to the urban environment along the Concourse. Guided tours, music, snacks.

How Soon Is Now?: Readings and Performances

FRIDAY, JUNE 20, 7:00 to 9:00 pm

North Wing—2nd Floor

Admission: Free

The Bronx Museum celebrates the works of the 36 up-and-coming visual artists in its 28th annual Artist in the Marketplace (AIM) program *How Soon Is Now?* with poetry and performances by Rodrigo Toscano, Vivek Narayanan, Camille Guthrie, Drew Gardner, Brandon Downing, Mónica de la Torre and others. Reception and music to follow!

QUEERHOOD 2008: A Cultural Celebration of LGBT Pride in the Bronx

SUNDAY, JUNE 22, 2:00 to 5:00 pm

North Wing – 2nd Floor

Free with Museum admission

Join The Bronx Museum of the Arts in the second annual June Pride program to celebrate and recognize LGBT diversity in the borough. Produced by AIM 2007 artist and director of CINEMAROSA, Hector Canonge, the event will feature film screenings, poetry readings, and performances by artists whose work relate to LGBT lives and experiences in the Bronx and NYC at large. Music and visuals will be hosted by a local DJ. Light refreshments will be served.

AIM28 Roundtable

SATURDAY, JUNE 28, 3:00 pm

North Wing—2nd Floor

Free with Museum admission

Join a group of artists in this year's Bronx Museum's Artist in the Marketplace and Aljira's Emerge programs, in an informal discussion about new trends in the art market. Hear their position, share yours.

AIM28 Talk

SUNDAY, JULY 13, 1:00 to 3:00 pm

North Wing—2nd Floor

Free with Museum admission

The Bronx Museum is pleased to present Claire Barliant, the second writer in a new series of commissions for the AIM catalogue, whose essay explores the possibility of using the market as an artistic medium, and a way to challenge the status quo.

ABOUT THE BRONX MUSEUM OF THE ARTS

The flagship cultural institution of The Bronx, founded in 1971, The Bronx Museum of the Arts focuses on 20th-century and contemporary art, while serving the culturally diverse populations of The Bronx and the greater New York metropolitan area. The museum's home on the Grand Concourse is a distinctive contemporary landmark designed by the internationally-renowned firm Arquitectonica.

The Bronx Museum of the Arts maintains a permanent collection of 20th and 21st-century works by artists of African, Asian, and Latin American ancestry. Additionally, the Museum collects works by artists for whom The Bronx has been critical to their artistic practice and development. The Museum's educational offerings spring from these central programs with outreach to children and families as well as adult audiences. For more information please visit www.bronxmuseum.org.

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