

**BRONX MUSEUM CELEBRATES 30TH ANNIVERSARY OF
ARTIST IN THE MARKETPLACE (AIM) WITH
FIRST AIM BIENNIAL, EXHIBITIONS, AND PUBLICATIONS**

Joint Exhibitions Open June 26 at Bronx Museum of the Arts and Wave Hill

BRONX, NY, March 29, 2011 – For three decades, the Bronx Museum of the Arts’ Artist in the Marketplace (AIM) program has helped to demystify the often opaque professional practices of the art world for artists at the beginning of their careers and has introduced the work of these emerging artists to the public. On June 26, the Bronx Museum will open two exhibitions to celebrate the 30th anniversary of this ground-breaking program, *Taking AIM* and *Bronx Calling: The First AIM Biennial*.

Bronx Calling: The First AIM Biennial: *Bronx Calling* will consist of a joint exhibition at the Bronx Museum and Wave Hill, the two largest institutions in the Bronx dedicated to showcasing the work of local emerging artists. Curated by Wayne Northcross and Jose Ruiz, the exhibition will feature sculptures, works on paper, video installations, photographs, and other works by the 72 participants in the 2011 AIM program. A full list of artists is attached. All AIM artists currently live in the New York area and were born in the U.S., as well as countries around the world, including South Korea, Ecuador, Brazil, and Trinidad. *Bronx Calling* will be accompanied by an illustrated catalogue featuring the work of the 72 participants, as well as essays by Jose Ruiz, Wayne Northcross, and Christian Viveros-Faune.

Taking AIM: Curators Marysol Nieves and Monica Espinel will look at the history of the AIM program and how it has evolved as the field of contemporary art has become more complex, decentralized, and global over the past 30 years. *Taking AIM* will feature materials related to the history of the program, and the centerpiece of the exhibition will be a timeline mural commissioned for the anniversary designed by AIM alumna Amy Prior.

Thanks to a grant from the Rockefeller Foundation, the Bronx Museum is also working in partnership with the Randall’s Island Sports Foundation (www.randallsisland.org) and Made Event (www.madeevent.com) to host *FLOW.11: Art and Music at Randall’s Island*, an exhibition of site-specific works by AIM artists that explore the intersection of art and environment, to be installed along the scenic shoreline and waterfront pathways of Randall’s Island Park in the East River. Proposals have been submitted and the winners will be announced in late April; up to five works will be produced in 2011 and five (as *FLOW.12*) in 2012. The first set of works going on view along the Island’s waterfront

on June 26th, and related events will also be produced around Made Event's Electric Zoo festival, taking place at the park over Labor Day Weekend 2011.

In conjunction with the 30th anniversary of AIM, the Bronx Museum is working with Fordham University Press to publish *Taking AIM! The Business of Being an Artist Today*, a detailed guide with information and tools to help emerging artists develop strategies for building and sustaining successful careers.

“AIM was launched 30 years ago to give participants in the program real-world experience on how to survive as a professional artist, the type of training you don't get in art school,” said Bronx Museum Director Holly Block. “The idea behind AIM is to empower artists, asking them what they want to learn about the profession, helping them network and build a sense of community, and exposing their work to new audiences. We believe that artists play a critical role in exploring the issues and ideas of our time and supporting emerging artists is part of the core mission of the Bronx Museum.”

AIM is structured as a “collaborative residency” in which participants work directly with established artists, collectors, art critics, curators, dealers, lawyers, and other art world professionals. AIM sessions provide information, instruction, and professional guidance by addressing areas of practical concern to artists, among them curatorial practice, copyright law, exhibition and public art opportunities, gallery representation, grant writing, income taxes, and marketing. The 13-week seminar is offered annually in two sessions, each with 36 artists, and culminating with an exhibition of the participants' work. Among past participants in the AIM program are Glenn Ligon—who was one of the early AIM artists and whose work was first exhibited at the Bronx Museum—and Polly Apfelbaum, Rina Banerjee, Amy Cutler, Anton Vidokle, and Pheobe Washburn. In 2010, Christian Viveros-Faune was selected as the first Art Critic in Residence for the AIM program.

In 2009, an International Artist Residency was added to the AIM program. In the last two years, eight international artists have participated in the AIM sessions, including Raymond Romero (Venezuela, 2008), Andre Komatsu (Brazil, 2009), Billie Zangewa (South Africa, 2009), Dulce Gomez (Venezuela, 2009), Magdi Mostafa and Mahmud Kahled (Egypt, 2010), and Samba Seydi and Ibrahima Niang (Senegal, 2011).

Funding

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AIM's 30th Anniversary is sponsored by UBS with additional support from the MetLife Foundation Museum and Community Connections grant, Jerome Foundation, Helena Rubinstein Foundation, and The Greenwall Foundation.

THE BRONX MUSEUM OF THE ARTS

Founded in 1971, the Bronx Museum of the Arts is a contemporary art museum that connects diverse audiences to the urban experience through its permanent collection, special exhibitions, and education programs. Reflecting the borough's dynamic communities, the Museum is the crossroad where artists, local residents, and national and international visitors meet. The Museum's home on the Grand Concourse is a distinctive contemporary landmark designed by the internationally-renowned firm Arquitectonica.

To get to the Museum, visitors can take the B or D train to the 167 Street/Grand Concourse Station stop and walk south along the Grand Concourse two blocks. Please note: D trains do not stop during rush hour peak times (from 6:15 a.m. to 9:00 a.m. on Manhattan-bound trains, and from 4:00 p.m. to 6:45 p.m. on Bronx-bound trains). Visitors can also reach the Museum via the 4 train to 161 Street/Yankee Stadium. At the exit, walk east three blocks to Grand Concourse and north four blocks along Grand Concourse. For more information please visit www.bronxmuseum.org.

WAVE HILL

Often described as one of the greatest living works of art, Wave Hill is a public garden and cultural center overlooking the Hudson River and Palisades in the northwest Bronx. Its mission is to celebrate the artistry and legacy of its gardens and landscapes, to preserve its magnificent views, and to explore human connections to the natural world through program in horticulture, education and the arts. Its exhibition space, Glyndor Gallery, under the direction of Director of Arts and Senior Curator Jennifer McGregor, offers installations of contemporary art inspired by nature.

Wave Hill is located only 30 minutes from midtown Manhattan, and has a free shuttle van that transports visitors to and from the front gate and Metro-North's Riverdale station, the 242nd Street stop on the #1 subway line, and the free offsite parking lot.

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PARTICIPATING ARTISTS

1. Tomer Aluf
2. Thomas Bangsted
3. Nina Barnett
4. Joell Baxter
5. John Bent
6. Gabriela Bertiller
7. Lea Bertucci
8. James Bills
9. Chris Bors
10. Laura Braciale
11. Calvin Burton
12. Anton Cabaleiro
13. Andrew Chan
14. Noa Charuvi
15. Michelle Cheikin
16. Cecile Chong
17. Michael Clyde Johnson
18. Matthew Conradt
19. Corey D'Augustine
20. Katherine Daniels
21. Dennis Darkeem
22. Priscilla de Carvalho
23. Dennis Delgado
24. Stella Ebner
25. Nicky Enright
26. Carl James Ferrero
27. Xavier Figueroa
28. Veronica Frenning
29. Christine Gedeon
30. Sarah Granett
31. Kira Greene
32. Debbie Grossman
33. Nathan Gwynne
34. Meg Hitchcock
35. Erik Hougen
36. Jong Il Ma
37. Bokyung Jun
38. Laura Kaufman
39. Hein Koh
40. Nick Lamia
41. Heidi Lau
42. Robert Lucy
43. Luis Maldonado
44. Glendalys Medina
45. Kenneth Millington
46. Monica Moran
47. Julia Oldham
48. Maia Palileo
49. Shani Peters
50. Ed Purver
51. Gregory Reynolds
52. Jacob Rhodes
53. Viviane Rimaldi Seppey
54. Jennifer Maria Sanchez
55. Romy Scheroder
56. Tina Schneider
57. Brian Scott Campbell
58. Gabriel Shuldiner
59. Hrvoje Slovec
60. Christopher Smith
61. Hannah Smith Allen
62. Jessica Stoller
63. Benjamin Tiven
64. Jerry Torrens
65. Meghan Wilbar
66. Randal Wilcox
67. Natalie Collette Wood
68. Scott Wolfson
69. Karla Wozniak
70. Sean Wrenn
71. Marina Zamalin
72. Jenny Zhang