

# THE NEW MUSEUM

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FOR IMMEDIATE RELEASE

EVENTS: FASHION MODA, TALLER BORICUA, AND COLLABORATIVE PROJECTS, INC.  
December 13, 1980 - March 5, 1980.

"The livliest events in the art world always happen when artists take things into their own hands."-Lucy Lippard, SEVEN DAYS, April, 1980

On December 13, 1980, The New Museum will present EVENTS: FASHION MODA, TALLER BORICUA, AND COLLABORATIVE PROJECTS, INC. FASHION MODA, TALLER BORICUA, and COLLABORATIVE PROJECTS, INC. (COLAB) are three New York based, independent artists organizations which have each been invited to select and organize an installation at The New Museum. EVENTS will be presented in three parts during December through February:

FASHION MODA	December 13 - January 8
TALLER BORICUA	January 17 - February 5
COLLABORATIVE PROJECTS	February 14 - March 5

Many of the artists working with FASHION MODA and COLAB were the primary organizers of THE TIMES SQUARE SHOW in June, 1980. THE TIMES SQUARE SHOW presented a variety of work focusing on non-art, personal, social and/or political issues, and emphasized the artists' interface with the community of people who live, work, or pass through the Times Square area.

FASHION MODA ("a Museum of Science, Art, Technology, Invention, and Fantasy") is located in a South Bronx storefront; and for two years they have been presenting exhibitions involving artists and other professional people, community residents, and children. Its intention has been to include work, art, and ideas from cross-cultural sources that can be made available to people within the widest possible spectrum of educational, economic, and cultural backgrounds. FASHION MODA's success derives from the meshing of its own interests with those of its audience.

At The New Museum FASHION MODA will present an extremely wide range of ideas and work. Included will be the subway grafitti of Futura and others, Christy Rupp's "Urban Wildlife", and John Fekner's stenciled slogans, which received media coverage during the "counter-convention" that was staged in the South Bronx during the Democratic convention in August. The work of New York City artists Jane Dickson, Keith Hering, Judy Rifka, William Scott, Joe Lewis and John Ahearn will be shown along with work by Robert Colescott and Louise Stanley of Oakland, CA. and pieces by several New Orleans artists seen here for the first time.

TALLER BORICUA, a collaborative group of about 10 Puerto Rican artists, will organize the second EVENTS installation at The New Museum. They were founded ten years ago and are located at 1 East 104th Street; they often work in conjunction with the Museo del Barrio. Some early members of the TALLER were active in the Art Workers Coalition, which through

demonstrations in the late 60s tried to convince some of New York City's major museums of the need for community response and interaction. Feeling excluded from the art and cultural environment of the United States, the artists chose to create a community-based cultural center for the purpose of promoting Puerto Rican culture and esthetics. The TALLER has become a very important part of its neighborhood, offering workshops, programs, and performances in the visual arts, music, poetry, and film. In addition, during the last several years they have presented over 400 exhibitions from the United States and abroad.

COLLABORATIVE PROJECTS, INC., a group of 35-50 artists based on the Lower East Side, will organize the final part of the EVENTS exhibition. Approximately four years old, COLAB includes artists of all media and disciplines. Committed to social change, most of COLAB's members approach art as a radical communications medium. During the last year they organized the "Manifesto Show" and "The Real Estate Show", the latter held in an abandoned building on Delancey Street. COLAB is beginning its second season of a weekly half-hour program, "Potato Wolf", presented on Cable TV Channel C on Fridays at 10:30pm. COLAB's Spanner magazine and numerous artist-made items are available at their new "A. More Store" at 549 Broome.

EVENTS is the first exhibition at The New Museum completely organized and presented by artists groups. Each group will take over and transform The New Museum's space according to its own character and esthetic interests. The New Museum will publish a catalog documenting EVENTS: FASHION MODA, TALLER BORICUA, AND COLLABORATIVE PROJECTS, INC., which will be available in March, 1980.

THE NEW MUSEUM hours:	MTTFH	12:00 - 6:00 pm
	WED.	12:00 - 8:00 pm
	SAT.	12:00 - 5:00 pm

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