MEDIA ALERT

Northern Spark 2014 Activities at MCAD and MIA

MINNEAPOLIS—May 30, 2014—This dusk-to-dawn urban art festival takes place in five connected zones of Minneapolis. We invite you to come along for a nocturnal adventure where together we'll project the city we aspire to be with our actions, voices, ideas, and technologies. MCAD is looking forward to participating in Northern Spark, the Twin Cities' fourth annual all-night arts festival. The MCAD/MIA campus will once again be a major hub from dusk until dawn.

Northern Spark Details
Theme: Déjà Vu
When: Saturday, June 14 from dusk to dawn, 9:01 p.m. to 5:26 a.m.
Where: MCAD campus, 2501 Stevens Avenue Minneapolis, MN 55404

The overall theme for MCAD's event is "Déjà Vu," and in that spirit, ten projects that are reincarnations of something you might have seen before will be featured, on or off our campus. MCAD is re-installing Keetra Dean Dixon's "Swing Hall, Swing All" project from Northern Spark 2012 in the MCAD skyway; projecting "The Magic Hand of Chance," an algorithmic computer program by digital pioneer Roman Verostko that was first shown in 1982; hosting a participatory TASK party in our main gallery (bigger than the one we hosted in 2010); spotlighting the teaching talents of our students, alumni, and staff in a series of 15-minute art classes; and showcasing a series of alumni short films and animations from past commencement shows.

Additionally, just in time for Northern Spark, a new alumni work of art will be installed in the MCAD Sculpture Garden.

MCAD/MIA Projects Include:

15-Minute Art Classes
    Primary artist names: Various
    Hours of project: All night
    Project location: Various locations around campus
    Have you always wanted to make art but couldn't find the time? There are a dozen opportunities to learn from MCAD-affiliated artists in fifteen minutes or less.

Archive Fever
    Primary artist names: Christopher Alday, Nathan Lewis, Jo Yeh
    Hours of project: All night
    Project location: Concourse Gallery, north stairwell, various locations, Main Building
    An artistic interpretation of MCAD's archives, from 1886 to the present.

Blasts from the Past
    Primary artist names: MCAD students
    Hours of project: All night
    Project location: East lawn
    Sit back and sample some of the creative films, videos, and animations that MCAD students have presented over the past decades. Appropriate for kids ages 1 to 99.

Fragment, why we do this
    Primary artist name: Andy Ducett
    Hours of project: All night
    Project location: Corridor Gallery, first floor, Main Building
    Reexperience the sounds and sensations of bubble wrap under your feet and popping balloons, fragments from Andy Ducett's installation why we do this.

FutureKave
    Primary artist names: Taylor Carik, Lori Erickson, Maxwell Hoaglund, Allegra Lockstadt, Chuck Olsen
    Hours of project: All night
    Project location: In front of Auditorium 150, Main Gallery, and MIA's Target Park
    Presented by: VidTiger
    Sculpt the future in FutureKave, a participatory 3D game that puts you on the moon with the power to bring colorful life to a desolate world.

Lost, Found & Wanted Shanty
    Primary artist names: Christopher Alday, Kara Gregory, Jennifer Hibbard, Natasha Pestich
    Hours of project: All night
    Project location: East Lawn
    Lost, Found & Wanted Shanty will be making connections all over Minneapolis. Write up and post what you've lost, what you've found, a personal ad, or something to trade.

The Magic Hand of Chance
    Primary artist name: Roman Verostko
    Hours of project: All Night
    Project location: North entrance wall, Main Building
    This pioneering work by Roman Verostko presents a nostalgic display of early "computer art" created in 1982.

Shape Shifting: A Reinstallation of the MCAD Sculpture Garden
    Primary artist name: Gary Batzloff, Vince Donarski, Shannon Estlund, Kelly Ludeking, Alissa McCourt, Scott Szarkowicz
    Hours of project: All Night
    Project location: Sculpture Garden, south of Main Building along 26th St.
    It's a map, it's a house . . . it's a lot of new art populating the MCAD sculpture garden! Six alumni reshape projects to fit the campus theme of "déjà-vu."

Sky Opens Twice
    Primary artist name: Abinadi Meza
    Hours of project: 9:01 p.m. to 2:00 a.m.
    Project location: Minneapolis Institute of Arts Target Wing Rotunda
    A site-specific aural 'film' composed around an original script and spatial design. The sounds and silences, including a machine-voice that narrates the meta-fiction, float up as well as cascade down all three stories of the Target Wing rotunda.

Swing Hall, Swing All
Primary artist name: Keetra Dean Dixon
Hours of project: All night
Project location: Skywalk
Keetra Dean Dixon's collective high in the sky swing installation in MCAD's skyway.

TASK Party
Primary artist name: Oliver Herring
Hours of project: All night
Project location: Main Gallery
TASK is an improvisational participatory event with a simple structure and very few rules.
Write a task, pull a task, interpret a task—the possibilities are endless.

Arcade Backpack
Primary artist name: Stephen Amrhein, Tyler Stefanich
Hours of project: All night
Project location: Mobile unit around campus
Take your turn playing the ultimate portable arcade machine designed to be worn as a backpack.

About MCAD

Recognized nationally and internationally for its innovative and interdisciplinary approaches to visual arts education, the Minneapolis College of Art and Design is home to nearly eight hundred students pursuing bachelor of fine arts, bachelor of science, or master of fine arts degrees. MCAD's faculty are leaders in the art and design community, guiding and inspiring students to produce creative and purposeful work that distinguishes them in their fields and fuels the entrepreneurial economy.

About The Minneapolis Institute of Arts

The Minneapolis Institute of Arts (MIA) inspires wonder, spurs creativity, and nourishes the imagination. With extraordinary exhibitions and one of the finest wide-ranging art collections in the country—Rembrandt to van Gogh, Monet to Matisse, Asian to African—the MIA links the past to the present, enables global conversations, and offers an exceptional setting for inspiration.

About Northern Spark

Northern Spark is an all-night arts festival that lights up Minneapolis on June 14, 2014. On the second Saturday in June each summer, tens of thousands of people gather along the Minneapolis riverfront and throughout the city to explore giant video projections, play in temporary installations in the streets, and enjoy experimental performances in green spaces and under bridges. From dusk to dawn the city surprises you: friendly crowds, glowing groups of cyclists, an unexpected path through the urban landscape, the magic of sunrise after a night of amazing art and experiences. Northern Spark is the one-night arts event people talk about for the rest of the year.

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