

# apexart

2012-13 Franchise Proposal by  
Tom McGlynn and Bill Doherty  
Franchise location: Memphis, Tennessee

## CURATOR/ORGANIZER STATEMENT OF EFFECT:

It would bring co-existing, yet still separate, communities in Memphis into closer interaction with each other. It would also help re-contextualize art into a localized and social situation.

## FULL SUBMISSION:

Memphis Social: Statement of Purpose

'Memphis Social' is a unique blend of contemporary art with community planned for Memphis, Tennessee, in the spring of 2013. Beautiful Fields, the curatorial team of XX and YY, offer an exhibition that encompasses both aesthetic and social concerns. Memphis remains a city with deep cultural resonance in the United States. Localized cultural traditions in the arts, especially in music, have become world significant along with the struggle for racial and economic equality which designates Memphis as a city with a strong sense of place and identity. Our purpose is to draw out latent histories of this vibrant city recently fallen on harder times. Our project will present artists and arts and social collectives that will creatively frame and present such topics as aesthetics, ethics and social engagement. The event will invoke utopian vision, temporary architecture, social sculpture, and project-based community practice, addressing social formations such as pluralism and democracy that intend to inspire debate and catalyze community exchange through art.

Beautiful Fields has secured the Marshall Arts Center in Memphis with the assistance of its founder Pinkney Herbert, as the central hub of the multiple venues projected for this event. We have also secured a modernist ruin of the parking garage connected to a now defunct Sears Distribution Center, formerly a major employer in Memphis. In the shell of the garage we will present artists' projects in its existing bays. On the roof of the garage we are presenting a variety of social organization-based performances including a citywide "drum line" band competition. The downtown intersection of Main and Beale streets is another significant locale intersecting both American musical history and the civil rights movement. Nearby is the Lorraine Motel where Martin Luther King Jr. was assassinated and the current home of the American Civil Rights Museum. We will use this area's empty lots and vacant commercial spaces to host arts and social collectives in a three-day opening event including a film series, a temporary radio station and a show of photography documenting 1950's bohemian life in the American South. Also included is the Caritas Community Center servicing Memphis' senior population. The Caritas space used to be a Masonic lodge and has a large hall with a proscenium stage. We will host a form of contemporary street dancing called "Memphis Jooking" presented by U-Dig Dance Academy. This school services the youth of the community and hosts weekly dance competitions.

The show's area-wide approach will allow for the various venues to mirror a multi-disciplinary approach toward 'the social'. We have invited artists, both local and international, to participate with work that addresses the theme in lyrical and poetic ways that will augment the overall intent of the show.

Artists invited to participate include Tim Rollins and KOS, Tracy Moffett, William Pope L. , Zoe Strauss, William Eggleston, David Hammons, Bullet Space Collective, Bruce High Quality Foundation, and Samuel Mockbee's Rural Studio, among other artists and social organizations.

291 church st. nyc, ny 10013  
212.431.5270  
info@apexart.org; www.apexart.org