

# apexart

2014-15 Franchise Proposal by  
Yvette Granata  
Franchise location: Detroit, Michigan

In October 2013, the world's largest urban farming project began in Detroit, Michigan: a square mile of blighted neighborhood was officially sanctioned to be bulldozed, converted into fields, and made into the world's largest urban forest. As the landscape currently thaws, planting of sapling trees is set to begin in the spring of 2014.

Our exhibition, 'Trans-Farm,' looks to the urban forest, both literally and thematically, as a site for artistic exhibition and urban re-imagination. While the urban farming movement itself is a contemporary phenomena currently underway in Detroit and other cities, 'Trans-farm' seeks to add another layer to the 'Urban-Farm,' – or rather to create an urban 'trans-media-farm' – where agriculture, urbanity, art and media installation intersect.

Trans-farm thus seeks to explore and expand the notions of an urban-farm imaginary. By showcasing works at the intersection of art, technology, farm, and urban materiality, the exhibit will work not only to establish the culture and imagination of the newly growing urban green landscape, but also will exhibit contemporary art and media that mix the agricultural, the urban, the edible, the re-purposed, and the re-structured. In this way, Detroit - the former Fordist empire now host to the largest post-industrial urban farm in the world – is the conceptual foundation of the exhibit. It is no longer the assembly-line of car factories, nor late-capitalist immaterial labor of techno-communication at the heart of contemporary urban aesthetics, but the organic technology of the urban farm. Trans-farm thus takes Detroit as a site to explore this newly emerging organic technology through diverse works.

The exhibit will present and commission works of both local Detroit and international artists to create and exhibit site-specific, theme-specific, and interdisciplinary urban agricultural works, that blend the lines between edible, practical, artistic, and the technological. The exhibit will incorporate art works that employ bio-metrics and spatial planes, tactical growing procedures, plant sensor technology, landscape sculpture, re-purposed urban materials, virtual landscape, sound, video and multimedia installation. Trans-Farm thus will blends modes, materials, and media that connect and produce both physical form, image, and landscape. The exhibit will feature works from artists such as Gregory Holm, Scott Hocking, Tiffany Massey, Gilda Snowden, and Wietske Maas.

The aim Trans-farm is to make visible the potential of urban life based in farming that is not a reactionary turn to older ways of agricultural production – not merely planting farms within city borders – but instead to envision and create contemporary versions of a plant-based urbanity, where city life, landscape, art and media all connect to mold contemporary urban-farm life.