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PHOENIX INSTITUTE OF CONTEMPORARY ART (phICA) PRESENTS 13 EXHIBITS IN *ONLOADED* SERIES IN ROOSEVELT ROW REPURPOSED SHIPPING CONTAINERS DURING 2014-2015

(Phoenix, AZ USA)— phICA has expanded its *Onloaded* programming for the 2014-2015 Season (October, 2014 – May, 2015) in two repurposed shipping containers on Roosevelt Row in Downtown Phoenix. The solo exhibitions curated by phICA co-founder and director/curator Ted G. Decker showcase art work by emerging Phoenix-based artists and with work by Arizona, national, and international artists. There is a didactic element to the project in that each of the artists, in tandem with the curator, must make decisions as to installation and space design with regard to showing art work to large crowds and in an non-conventional venue. The dimensions of each container are approximately 18 feet deep x 7.5 feet wide x 8 feet high (5.49 x 2.29 x 2.44 meters).

In January, 2014, phICA launched this innovative series of curated “pop-up” solo exhibitions in repurposed cargo containers. The containers were purchased by Roosevelt Row CDC and converted into white “cube”, wood floored gallery spaces. The decision by phICA to expand its programming for 2014-2015 was based on the success measured in critical review, observed viewer appreciation (estimated at 50,000+ people who attended Phoenix First and Third Friday events and who visited the phICA website from January through mid-June, 2014), and the need for bringing art to where viewers gather. Artists who exhibited in the first Onloaded series are: Abe Zucca (Phoenix), Amelec Diaz (Phoenix), Cory Slawson (Tempe), Maral Tabrizi (Tempe), and Fernando Pinal (Tempe).

The artists have been selected on the merit of their work, their commitments to their professional artist careers, and the catalytic effect that phICA may have in bolstering careers through providing opportunities for exposure of their art to the public at this time. Artists from other places will travel to Phoenix for this project and will participate in a phICA Immersive Artist Residency during which time they will speak with Phoenix area creatives, university/college and high school students, visit other regional cultural institutions, and will have opportunities to visit Arizona “must-see” destinations like Sedona and the Grand Canyon. Previous successful residencies include Phoenix-based visual artist Sue Chenoweth in Rio de Janeiro and multiple Latin America-based artists in Phoenix.

Phoenix Institute of Contemporary Art (phICA) is a not-for-profit organization which compliments other regional cultural institutions while differentiating itself through collaboration and community partnerships and by offering new portals of entry for enjoying, understanding, and interpreting contemporary art. phICA was envisioned and is structured to be organic and efficient and is a non-collecting institution with a primary focus on exhibition projects, culturally-immersive artist residencies, and arts incubation activities. The founding Board of Directors first met to discuss their mutual vision in October 2007, officially organized the organization in 2009 with the first exhibition project launched in March 2011.

Onloaded Project Artists for Fall, 2014 – Spring, 2015:

(openings are Third Friday of the month; will also be open on First Fridays)

Wanderson Alves (lives, works in São Paulo, Brazil) – opens October 17, 2014 (Container 1) – with *phICA Immersive Artist Residency*

Dain Quentin Gore (lives, works in Phoenix) – opens November 21, 2014 (Container 1)

Felipe Góes (lives, works in São Paulo, Brazil) – opens November 21, 2014 (Container 2) – with *phICA Immersive Artist Residency*

Falah Al Saidi (b. Babylon, Iraq; lives, works in Scottsdale) –opens December 19, 2014 (Container 1)

phICA Holiday Exhibit and Sale! – opens December 19, 2014 (Container 2) [Holidays]

Jason Dinger (lives, works in Mesa) – opens January 16, 2015 (Container 1)

Rafael Vicente –ARTIGO Art Fair 2014 New Artist Prize Recipient (Rio de Janeiro) (lives, works in Niterói, Brazil) – opens January 16, 2015 (Container 2) [Super Bowl]

Ben Peck (lives, works in Phoenix) – Opens February 20, 2015 (Container 1) [Art Detour]

Alexis Duque (b. Medellín, Colombia; lives, works in New York) – opens February 20, 2015 (Container 2) [Art Detour] – with *phICA Immersive Artist Residency*

Najlaa Al Ramahi (b. Iraq; lives, works in Scottsdale) – Opens March 20, 2015 (Container 1)

Rigo Flores (lives, works in Phoenix) – opens March 20, 2015 (Container 2)

Jairo Alfonso (b. Havana, Cuba; lives, works in New York) – opens April 17, 2015 (Container 1) – with *phICA Immersive Artist Residency*

Alexandra Bowers (lives, works in Scottsdale) – opens April 17, 2015 (Container 2)