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CONTACT: Ted Decker
480-577-8295/tgdecker@cox.net

Phoenix Institute of Contemporary Art Presents Tourism and Trade Potential Through Visual Arts Exhibition of Phoenix-Based Artist in Brazil. Phoenix Mayor Stanton to Speak Via Video to Rio Audiences.

Phoenix, AZ – (July 2, 2012) – The Phoenix Institute of Contemporary Art (phICA) is presenting an immersive residency and solo exhibition for Phoenix-based visual artist Sue Chenoweth in one of the world's most culturally rich destinations, Brazil, and facilitating the introduction of Phoenix Mayor Greg Stanton to Rio de Janeiro Mayor Eduardo Paes and the Rio community via video that will play at the exhibit. Mayor Stanton will extend an invitation to Rio's Mayor to visit Phoenix during Chenoweth's exhibit in November. Both men are young and have the vision, passion and skills to make their cities amazing places to live in, work in and visit.

"We are excited about the cross-cultural exchange that will stem from Sue's residency and exhibition and thrilled to facilitate the introduction of the two mayors to further shared interests and promoting travel and tourism," states Ted Decker, Co-founder and director of phICA. Brazil shows great potential for tourism thanks to the rapidly developing economy of the country, which overtook Italy to rank as the world's sixth largest, and the easing of restrictions by the U.S. to reduce the time it takes for Brazilian travelers to get visas. "The United States is a popular destination for Brazilians," Ted explains, "and increasing tourism to Phoenix and the region presents a great opportunity for the two mayors and countries to strengthen their partnership and boost cooperation in trade, tourism and culture." According to *Folha de S.Paulo*, Brazil's daily newspaper, Brazilian tourist spending in the U.S. increased 250% since 2003, ranking them as top-spending tourists in the U.S. behind only the Japanese and British.

The introduction of Mayor Stanton and Mayor Paes follows on the heels of Mayor Stanton's trip to Mexico in February to open up business ties with Arizona's largest trading partner and send the message that the city embraces diversity. "In Phoenix, we want tourism and business from our friends not only in Mexico, but from all Latin American countries," Stanton explains. "We want them to understand that Phoenix is a very friendly business climate for international investment and a great place to visit for cultural tourism."

In late 2012 phICA will offer a residency and exhibition of a Brazilian artist to further advance cross-cultural exchange, generate a better understanding of contemporary art that is being created in and outside of Phoenix, and engage communities in stimulating discourse about

building bridges between people that re-contextualizes the notion of community relative to borders and permanency.

About phICA

phICA is a non-collecting organization that uses a collaborative approach to identify, quickly respond to and program exhibits of contemporary art by local, regional, national and international artists that are shown in college spaces, art centers, museums and art galleries. Our flexibility and “lean and mean” approach allows us to exhibit in a diverse array of venues and devote resources to promote civic engagement with art rather than operating a building and maintaining a collection. We focus on immersive artist residencies beyond art making, exhibition projects, and arts education that promotes contemporary art and artists from the metropolitan Phoenix area and other countries to create cross-cultural exchange and establish common ground that benefits artists and communities.

www.phica.org

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