SITE SANTA FE’S YOUNG CURATORS PRESENT:

ICE CREAM SOCIAL
An event at SITE Santa Fe
Saturday, May 10, 2014 12:30 – 4:00 pm

Santa Fe, NM—SITE Santa Fe’s Young Curators are pleased to present the Ice Cream Social, which will take place at SITE Santa Fe on Saturday, May 10, 2014, from 12:30 – 4:00 pm at SITE Santa Fe, 1606 Paseo de Peralta. The public is invited to join the Young Curators to enjoy FREE ice cream and cake and to appreciate a juried collection of youth art on the theme of ice cream. This event is inspired by David Robbins’ Ice Cream Social, on view at SITE as part of Feast: Radical Hospitality in Contemporary Art.

A special thanks to all of the businesses supporting the Young Curators’ Ice Cream Social: Taos Cow will be donating all of the ice cream; Chocolate Maven and Adobo Catering are donating cakes, and Yoberri Frozen Yogurt will be donating spoons and cups. Logos available.
Since the 1930s, numerous artists have used the simple act of sharing food and drink to advance aesthetic goals and to foster critical engagement with the culture of their moment. These artist-orchestrated meals can offer a radical form of hospitality that punctures everyday experience, using the meal as a means to shift perceptions and spark encounters that aren’t always possible in a fast-moving and segmented society. *Feast: Radical Hospitality in Contemporary Art,* on view at SITE Santa Fe through May 18, 2014, surveys this practice for the first time, presenting the work of more than thirty artists and artist groups who have transformed the shared meal into a compelling artistic medium. The exhibition examines the history of the artist-orchestrated meal, assessing its roots in early-twentieth century European avant-garde art, its development over the past decades within Western art, and its current global ubiquity. *Feast* addresses the radical hospitality embodied by these artists and the social, commercial, and political structures that surround the experience of eating together. David Robbins, one of the featured artists in *Feast,* has inspired SITE’s Young Curators to delve into their very own exploration of the hospitable meal.

The *Ice Cream Social* began in 1993, when David Robbins commissioned another artist to make an abstract painting based on the pink-and-brown-dots-on-a-white-background motif used by the Baskin Robbins ice cream chain. Though they share a name, Robbins is not related to the ice cream franchise. He exhibited the resulting painting in a Baskin-Robbins store in New York for one night and invited a group of friends to the unveiling. The success of the opening party inspired him to investigate further into the themes, visual language, and social import of the American tradition of the ice cream social, thereby updating and reinventing a ritual previously identified with small town life. Robbins has since hosted ice cream socials in museums and galleries around the world. The pink, brown, and white color scheme unifies the events, in addition to details such as the clock and flag cake. Also, Robbins always begins his *Ice Cream Socials* with an invocation that SITE’s Young Curators will also be reciting at the May 10th event.

*Ice Cream Social* is an event held and curated by SITE Santa Fe’s Young Curators. This social is their own interpretation of David Robbins’ *Ice Cream Social*—an event held in several cities across the world including Paris, Chicago, and Brooklyn, all of which encompass how community is celebrated over the shared act of consuming America’s favorite frozen treat. The goal of the Young Curators’ *Ice Cream Social* deviates very little from the Robbins’ classic and aims to build community around artwork and, of course, free ice cream!

On display will be artwork created by elementary, middle school, and high school students from northern New Mexico, all in the color scheme of pink, brown, and white and following a theme of ice cream.
The Young Curators is the only program of its kind in New Mexico. It teaches high school students the curatorial side of the art experience, providing alternative ways for teens to connect with art while giving them a glimpse of possibilities within museum careers. Participants in the Young Curators program make empowering decisions about their exhibitions’ theme, venue, art selection, PR and marketing, fundraising, installation, and opening events. The Young Curators Program is a free, afterschool program which also gives young artists the opportunity to present their work in a professional setting. To learn more about the Young Curators Program, or about upcoming exhibitions, please contact Amanda Lee at 505.989.1199, ext. 14 or email at lee@sitesantafe.org.

SITE Santa Fe creates significant experiences for visitors by presenting the most innovative visual art of our time in new and engaging ways. Year-round exhibitions and educational programs expand the creative and intellectual potential of the audience and carry forward the region’s tradition of fostering avant-garde art.

From left to right, Emma Rios, Alexis Elliott, Ryan Miller, Angelica Mozzillo, Zoe Castro. Not pictured: Roshii Montano, Nick Smith, Brooke Sheldon, Malia Gascon, Emily Stearns, Kendra Carmona, Paloma Mankus, Kayleigh Warren

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VISUALS AVAILABLE

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