

NEWS RELEASE

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The Binational Art Exhibition and Festival inSITE2000 Set For Fall 2000 in San Diego and Tijuana

*Project to feature new works by 30 artists of the Americas
25 nonprofit and public cultural arts institutions to collaborate*

SAN DIEGO/TIJUANA—A major binational cultural project, **inSITE2000**, will be presented in the San Diego-Tijuana region during fall 2000 by Installation Gallery and the Instituto Nacional de Bellas Artes (INBA), in conjunction with 25 nonprofit and public cultural arts institutions from Mexico and the United States. **inSITE2000**, the fourth version of inSITE, will focus on process-oriented artistic investigation and activation of urban space.

The project will feature new commissioned works by 30 artists of the Americas, who will participate in a program of residencies in the region over the course of the year and a half preceding the public opening of **inSITE2000**. Artists will also participate in a variety of community engagement activities in schools, cultural institutions and neighborhoods. Works will likely range from site-specific installations to performances and

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spectacles to video and new media—with an emphasis on projects that enlist the active participation of the public in their development. Artists are being selected now and an initial two-to-three week residency for all artists will begin in mid-July.

The projects and programs will be located at disparate and unexpected sites throughout the two cities, from train stations and bus depots to public plazas and parking lots.

"We expect **inSITE2000** to expose the patterns of traffic and interaction that roadmaps conceal," said Sally Yard, one of four curators, who are shaping the conceptual framework of the project. "The project as a whole will challenge the syntax of the city that orders and organizes the layers of daily life, and expose the underlying trafficking in goods and people, frustrations and dreams."

The curatorial team, which began working together last year, consists of Ivo Mesquita, a Brazilian curator who worked on inSITE97 and the 1998 São Paulo Bienal; Susan Buck-Morss, a professor in the government department at Cornell University and writer specializing in political philosophy and urbanism; Osvaldo Sanchez, director of the Carrillo Gil Museum in Mexico City, and Yard, a writer and professor of art history at the University of San Diego, who has held key positions in each version of inSITE.

"We expect the exhibition to be as visually stimulating and socially volatile as inSITE97, but with more emphasis on public interaction," said Mesquita.

inSITE2000 is planned to include a barrage of public events, education programs and publications. The first major event, a symposium organized by the curatorial team, will bring critics, writers and intellectuals to the region for several days of informal dialogue centered on issues of contemporary cultural practice during the July 1999 artists' residencies.

As the opening of **inSITE2000** nears, a series of "artist onSITE" programs are planned to entwine the processes of making and encountering art with daily life. Artists onSITE programs will range from informal discussions to structured forums, workshops and performances, involving for example, participating artists, cultural critics, writers, hip-hop musicians, low-rider car designers and filmmakers.

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inSITE is an ongoing cultural project organized through a partnership between institutions in Mexico and the United States. **inSITE2000** is directed by a binational board of directors with Gerardo Estrada of Mexico City and Lucille Neeley of San Diego serving as presidents. The \$2 million project will be funded and administrated by Installation Gallery and INBA, under the direction of Carmen Cuenca, executive director/Mexico, and Michael Krichman, executive director/US, both of whom held similar positions during inSITE97.

Early fundraising efforts have resulted in a substantial commitment from the **inSITE2000** board of directors and a \$150,000 grant from The James Irvine Foundation, which has been supporting the project since 1994.

inSITE2000 will be documented in three publications: a bilingual handbook, a children's guide and a comprehensive catalogue.

The recently published book documenting the last version of inSITE, inSITE97, is now available via mail order from Installation Gallery, 964 Fifth Ave., San Diego, CA 92101. Phone orders may be placed using VISA, MasterCard or American Express by calling (619) 544-1482. The cost of the catalogue is \$30, plus \$2.25 California state sales tax, and \$5 for shipping and handling.

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