

# t r a n s f o r m e r

FOR IMMEDIATE RELEASE

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## *Gift Shop* Curated by NoMüNoMü

May 14, 2016 - June 18, 2016

Opening Reception: Saturday, May 14, 6-8pm

Transformer presents *Gift Shop*, a large-scale installation guest curated by DC based artist collective **NoMüNoMü** (**Joseph Orzal & Nora Müller**), that questions boundaries of commerce within cultural institutions. Merging the realms of art, design, craft, conceptuality and entertainment, *Gift Shop* rejects all hierarchy and embraces a pluralism of form that will liberate your soul!

"By beginning at, arguably, the most accessible point of entry for most elite art spaces - *Gift Shop* explores the unique sociocultural context of the museum gift shop environment - wherein the sacred and the mundane, the Mona Lisa and the coffee cup, become one. As 'fine art' increasingly isolates itself from the general public, drawing repulsion from the air of pretension necessary to maintain its integrity - *Gift Shop* serves as a gateway to support exceptional fine art by adapting the language of mass marketing, branding and cheap affordable commodification." - *NoMüNoMü*

*Gift Shop* Artists include: Amber Eve Anderson, Amy Hughes Braden, Wilson Butterworth, James Cole, Meagan Coleman, Kaliq Crosby, Stephen Crouch, Adrienne Gaither, Felipe Goncavles, Myles Loftin, Joseph Orzal, Georgie Payne, Justin Poppe, PLAKOOKEE, Bonner Sale, Alex Von Bergen, Meena Yi, and The DC Conspiracy.

**NoMüNoMü** is a DC based arts collaborative dedicated to creating new spaces for other articulations of art, based primarily on the idea that art should be a collaborative, educational, and at the very least fun cultural exercise that always looks to challenge and critique the status quo. NoMüNoMü maintains a diverse selection of artists whose make up cuts through the lines of race, age, gender and orientation, in order to create shows that can push dialogues and audiences towards a truer understanding of the intersectionality within the field of art, so as to transform it entirely.

Image Credit: *Bernie Sanders for President*, Joseph Orzal, 2016

**EXHIBITION HOURS:** Wednesday-Saturday, 12-6pm and by appointment.

**t r a n s f o r m e r** is a Washington, DC based 501 (c) 3 artist-centered non-profit visual arts organization, providing a consistent, supportive, and professional platform for emerging artists to explore and present experimental artistic concepts, build audiences for their work, and advance their careers. A catalyst and advocate for contemporary artists and emergent expression in the visual arts, Transformer connects and promotes emerging visual artists within regional, national and international contexts through exhibition and programs partnerships with artists, curators, commercial galleries, museums and other cultural institutions.

**t r a n s f o r m e r**'s 2015/16 Exhibition Series and programs are supported by: The Andy Warhol Foundation for the Visual Arts, The DC Commission on the Arts and Humanities/ NEA, The Morris & Gwendolyn Cafritz Foundation, The Bernstein Family Foundation, The Robert Lehman Foundation, The CrossCurrents Foundation, The S&R Foundation, The National Endowment for the Arts' Access to Artistic Excellence Award, and The Visionary Friends of Transformer – individual donors, members of our Annual Auction Host Committee, and Corporate Sponsors.

