

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

FOR IMMEDIATE RELEASE

July 14, 2014

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August 1 – September 7, 2014

5th Avenue Pavilion  
Asbury Park Boardwalk  
501-503 at 1200 Ocean Avenue,  
Asbury Park, NJ

OPENING RECEPTION:

Thursday, July 31, 6–8pm

Transformer is honored to present *Promised Land*, a contemporary art exhibition featuring work by twelve dynamic east coast based visual artists exploring a range of current national issues as inspired by the past & present of Asbury Park, NJ. Taking place within the 5<sup>th</sup> Avenue Pavilion of the historic Asbury Park boardwalk, this five-week exhibition will include comprehensive creative & educational programming led by the participating artists and visiting arts leaders.

*Promised Land* artists include: **Jane Carver** (New York, NY), **Kevin Darmanie** (Newark, NJ), **Dahlia Elsayed** (Newark, NJ), **Alison Kuo** (New York, NY), **Mike Richison** (Asbury Park, NJ), **Raúl Romero** (Philadelphia, PA), **Jessica Segall** (New York, NY), **Crystal Stokowski** (Philadelphia, PA), **Scott Szegeski** (Asbury Park, NJ), **Lisa Marie Thalhammer** (Washington, DC), **Tang** (Washington, DC), and **John Vigg** (Asbury Park, NJ).

Transformer is a Washington, DC based 501 (c) 3 non-profit 'artist-centered' visual arts organization that connects and promotes emerging artists locally, nationally and internationally through unique exhibition and programming collaborations. Partnering with artists, curators, and a broad range of organizations, Transformer serves as a catalyst and advocate for emergent expression within contemporary visual art.

The artists featured in *Promised Land* were selected by the exhibition's curator **Victoria Reis**, Transformer's Co-Founder, Executive & Artistic Director, via nominations from curators at peer arts organizations and galleries including: **Maia Murphy**, Recess Activities (New York, NY); **Jenn Hampton**, Parlor Gallery (Asbury Park, NJ); Space 1026 (Philadelphia, PA), and Transformer (Washington, DC).

"Asbury Park, NJ provides fertile context for artists to question and create" states Reis. "Epitomized by American writer Stephen Crane and American songwriter Bruce Springsteen as a symbol of our nations 'hopes & hypocrisies', Asbury Park is emblematic of many aspects of broader American history and culture. Its centralized location within the northeast corridor makes it an ideal meeting point for Transformer to bring together this exciting and smart group of artists, with the goal of building their peer artist networks, providing an opportunity for development of new work, and to engage new audiences. *Promised Land* offers creative insight and artistic perspective on current national events & concerns, contemporary American culture, and our national history through the lens of this iconic beach town."

Transformer hosted a five-day artistic residency in Asbury Park, NJ June 5-10, 2014 for the *Promised Land* artists to pursue creative research. The artists met with a multitude of community leaders within Asbury Park to learn about the city's history and culture, and how it reflects & relates to broader American history and culture. The resulting work featured in *Promised Land* includes a diverse variety of visual mediums including: painting, video, installation, sculpture, performance art, sound art, and photography.

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EXHIBITION HOURS: Wednesday & Thursday, 12-6pm; Friday & Saturday 12-8pm; Sunday 12-5pm.

Visit [transformerdc.org](http://transformerdc.org) for artist statements & bios, and updates on weekly creative & educational programming throughout the run of the exhibition.

Image credit: *Promised Land* by Vigg Designs

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**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.

transformer's 2014/2015 Exhibition Series and programs are supported by: The Andy Warhol Foundation for the Visual Arts, The Bernstein Family Foundation, The CrossCurrents Foundation, The DC Commission on the Arts and Humanities/ NEA, The Morris & Gwendolyn Cafritz Foundation, The Robert Lehman 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.

**SPECIAL THANKS** to Madison Marquette, Asbury Park Waterfront, The Berkeley Oceanfront Hotel, Liquitex, The Collective Art Tank, Vigg Designs, M Studio, Central Avenue House, Langosta Lounge, Pop's Garage, Flying Fish Brewing Company, Eddie Confetti's Ice Cream, Ralph's Italian Ices, and the Crepe Shop for making *Promised Land* possible.