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North Carolina Museum of Art Partners with Fullsteam Brewery to Release *You Are Here* Exhibition-Inspired Beers

The four New England–style IPAs debut during North Carolina Beer Month to celebrate the special immersive exhibition

Raleigh, N.C.—The North Carolina Museum of Art and Durham’s [Fullsteam Brewery](#) have partnered to release four hazy New England–style IPAs in honor of the NCMA’s [You Are Here: Light, Color, and Sound Experiences](#), on view through July 22, 2018. The brewery plans to release the limited-edition beers every few weeks throughout the spring, with cans featuring exclusive images of art in the exhibition by Jim Campbell, Durham’s Heather Gordon, OMAi, and Soo Sunny Park. The beers will be sold at Fullsteam, at Iris restaurant, and at select Museum events in four-packs and on draft.



“As a long-time resident of the Triangle, I’m continually amazed at just how much the North Carolina Museum of Art values and emphasizes community in its programming. The upcoming *You Are Here* exhibition takes community, social, and sensory connections to a whole new level,” said Sean Lilly Wilson, Fullsteam’s chief executive optimist. “So we collaborated with the Museum and four artists, incorporating our own sensory element: explosively aromatic hops in a hazy India Pale Ale. Our sincere hope is that the labels and the beer do enough justice to the beautiful art pieces, so that North Carolinians will come out in droves to experience *You Are Here*.”

New England–style India Pale Ales are a popular current beer style, marked by their hazy appearance and juicy flavor. The first beer in the series was released in the Fullsteam tavern on March 29 with a can label

featuring *Eroding Wave* by [Jim Campbell](#), followed April 5 by [Heather Gordon](#)’s *ECHO*, part of the series *The Algorithms for Intimacy* from 2017. The other beers will roll out in April (North Carolina Beer Month) and May with Austrian artist collective [OMAi](#)’s Tagtool light graffiti projections and [Soo Sunny Park](#)’s *Photo-Kinetic Grid*, a site-specific installation for *You Are Here*.

“I never thought I’d see my work on a beer can! I do so much love the idea a special brew just for *You Are Here*,” Gordon said. “When artists and businesses collaborate, we have the opportunity to bring more art into life, and more life into art.”

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In addition to the Fullsteam tavern, the beers will be sold at the Museum's [Night Bright](#) community festivals hosted with OMAi May 17–25. The nightly festivals feature projections created by OMAi as well as works that visitors can create by drawing on mobile tablets connected to a projector. The community events also include performances by local artists, musicians, and dancers; and a selection of food trucks. Themes include [Underwater Love](#) on May 17; [Magical Forest](#) on May 18; [Space Is the Place](#) on May 24; and [The Incredible Machine](#) on May 25. Tickets go on sale Tuesday, April 17.

"This collaboration with Fullsteam is a great example of the NCMA's commitment to fostering community partnerships between artists and creators," says Marjorie Hodges, director of external relations and special projects. "We're creating opportunities for artists' work to reach a broader audience."

Tickets for *You Are Here* are available at ncartmuseum.com/here or through the Museum Box Office, (919) 715-5923. More information about the exhibition can be found at ncartmuseum.org/here.

Image caption:

The first two NCMA *You Are Here: Light, Color, and Sound Experiences* beer collaborations with Fullsteam Brewery, featuring Jim Campbell's *Eroding Wave*, 2016 (left), and Heather Gordon's *ECHO*, part of the series *The Algorithms for Intimacy*, 2017 (right).

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About the North Carolina Museum of Art

The North Carolina Museum of Art's permanent collection spans more than 5,000 years, from ancient Egypt to the present, making the institution one of the premier art museums in the South. The Museum's collection provides educational, aesthetic, intellectual, and cultural experiences for the citizens of North Carolina and beyond. The 164-acre Museum Park showcases the connection between art and nature through site-specific works of environmental art. The Museum offers changing national touring exhibitions, classes, lectures, family activities, films, and concerts.

The Museum opened West Building, home to the permanent collection, in 2010. The North Carolina Museum of Art, Lawrence J. Wheeler, director, is located at 2110 Blue Ridge Road in Raleigh. It is the art museum of the State of North Carolina, Roy Cooper, governor, and an agency of the Department of Natural and Cultural Resources, Susi Hamilton, secretary.