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North Carolina Museum of Art Announces 2018 Exhibition

Immersive contemporary art experiences combine creativity, history, and technology

Raleigh, N.C. – The North Carolina Museum of Art (NCMA) announces its 2018 special exhibition schedule, starting in the spring with *You Are Here: Light, Color, and Sound Experiences*, open April 7 to July 22, 2018. Contemporary artists will create 14 site-specific, immersive installations for a truly unique experience. This ticketed exhibition will feature unique programming, including lectures, tours, and special events.

You Are Here: Light, Color, and Sound Experiences

April 7–July 22, 2018

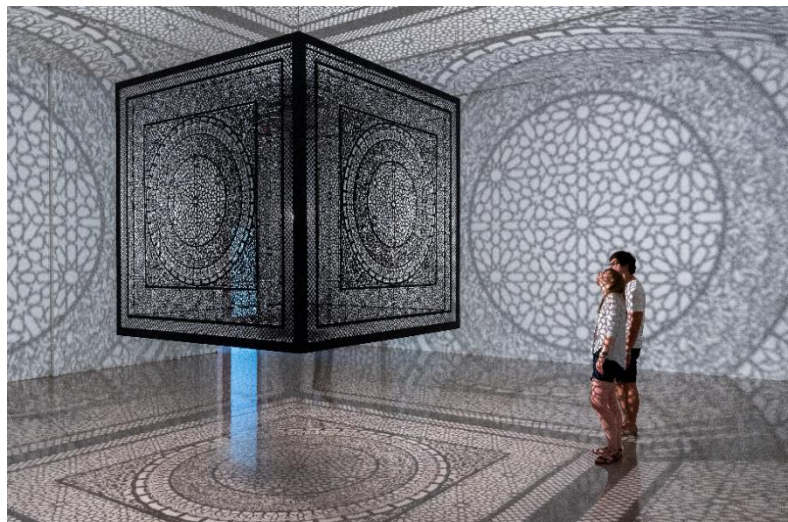
East Building, Level B, and Ann and Jim Goodnight Museum Park

You Are Here features immersive art installations by 14 contemporary artists, including large-scale light works; sound installations; video works; mixed-media, room-size environments; and site-specific projects. The artists featured in this exhibition create immersive, participatory, responsive, and dynamic works of art, resulting in engaging and transformative experiences for the viewer, encouraging visitors to roam—physically, visually, intellectually, emotionally, and metaphorically.

This exhibition takes over an entire floor of the NCMA’s temporary exhibition galleries and transforms the landscape in the Museum Park,

creating a campus-wide presentation of contemporary experiential art. Some are delightfully low-tech, transforming ordinary materials into awe-inspiring visuals, while others make use of experimental new media, fusing art and technology in interactive works that change in response to the viewer. *You Are Here* presents pioneering video, light, and sound installations by Bill Viola, James Turrell, Janet Cardiff, Olafur Eliasson, and Ragnar Kjartansson. Works by Rafael Lozano Hemmer, Jim Campbell, and Theo Eshetu use experimental,

cutting-edge technology, custom electronics, and digital media. Mixed-media installations by Anila Agha, Soo Sunny Park, Mickalene Thomas, and Durham-based Heather Gordon use low-tech, nontraditional materials. *You Are Here* also takes visitors outdoors to the Museum Park to explore projects by OMAi/Markus Doring, Sam Falls, and others.



Artist collective OMAi will be in residence at the NCMA for 10 days of performances, workshops, and family festivals, including four of the widely popular HOOPLA series events. They will use their Tagtool app to help Museum visitors create visually expressive and collaborative outdoor art on a grand scale, encouraging visitors to draw and animate their own creations on mobile tablets connected to a projector. Following their installation at the Museum, OMAi will spend several weeks in collaboration with Raleigh Arts, creating immersive experiences at Raleigh landmarks.

About the Exhibition

You Are Here is organized by the North Carolina Museum of Art. This exhibition is made possible, in part, by the North Carolina Department of Natural and Cultural Resources; the North Carolina Museum of Art Foundation, Inc.; and the William R. Kenan Jr. Endowment for Educational Exhibitions. Research for this exhibition was made possible by Ann and Jim Goodnight/The Andrew W. Mellon Foundation Fund for Curatorial and Conservation Research and Travel.

Image captions (top to bottom):

Anila Agha, *Intersections*, 2013, laser-cut wood, lacquer paint, and light bulb, H. 78 x W. 78 x D.

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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.