



Social and Public Art Resource Center (SPARC)
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FOR IMMEDIATE RELEASE

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The Box Project

An international collaborative feminist art exhibit comes to Venice, CA

(Los Angeles—October 18th, 2019) The Social and Public Resource Art Center (SPARC) presents *The Box Project*, featuring the work of three women's collectives located in Paris, Mexico City, and L.A., who began exchanging small artworks with each other. In the vein of Mail Art of the 1960s and women's art collectives of the 1970s, *The Box Project* presents the story of three all-female groups in three distant cities coming together to support each other.

Venue:

Duron Gallery
SPARC (Social and Public Art Resource Center)
685 Venice Blvd, Venice, CA 90291

Dates and Times:

Opening Reception

November 9th,

5:00 PM- 8:00 PM

Exhibition on view through January 18th

Gallery hours Tuesday-Saturday, 11 AM to 5 PM

Price:

FREE



The Box Project originated in France where Rebecca Dolinsky assembled the *Salonistas* in 2015, a group of creative women who meet regularly to talk about their work and support one another's independent endeavors. Dolinsky's initiative soon inspired the creation of two sister groups, one in Mexico City and another in Los Angeles, which quickly grew with women wishing to participate. Last year, Dolinsky imagined a way to exchange works with the two groups. In a world that is increasingly virtual, she wanted to exchange something real, not virtual, with the women in these two cities. The Paris Salonistas sent small artworks in the form of matchbox-sized boxes to their sister groups, and responding to this generosity, the women in Mexico City and L.A. sent works in return.

Made by artists, scholars, psychologists, curators, writers and community organizers, among others, the objects that traveled between cities were many. This fluid exchange was born from the desire to communicate through

ideas, letters, and personal materials. Their authors produced the objects with the collective in mind. The pieces, regardless of size or form, were to be viewed as a group. No singular creation was intended to stand separate from the others.

The Women's Salon in Los Angeles, Paris, and Mexico City would like to thank SPARC, its Co-founder and Artistic Director Judith F. Baca, and its staff for making this exhibition possible. It would also like to thank Jeff Young and Gloria Westcott of the Los Angeles County Museum of Art for the generous donation of display vitrines. Finally, it is grateful to those who helped shuttle art between countries: Daniel Bally, Diana Magaloni, Nicolás Mariscal, Roberto Rochin, and Haydeé Rovirosa. Much appreciation goes out to all the participating artists, as well as their friends and family, for their hard work and support.

The Social and Public Art Resource Center (SPARC) has provided arts programming in Los Angeles communities since 1976. Our mission is to empower local communities by producing and preserving public artworks that are developed in collaboration with residents and to facilitate innovative arts programs that encourage audiences to imagine a more just and equitable world.

If you would like more information about *The Box Project* at SPARC, please call Davida Persaud at 310-822-9560 or email davida@SPARCinLA.org.

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