



SOHO
ARTS
NETWORK

The SoHo Arts Network Announces Its First Collaborative Program, with the SoHo Memory Project, supported by a grant from the New York Council for the Humanities

New York, NY (December 17, 2015) – The SoHo Arts Network is pleased to announce that it has been awarded \$5,000 from the New York Council for the Humanities to fund its first collaborative program, with the SoHo Memory Project (SMP), a mobile museum, archive, and blog dedicated to preserving and sharing the history of SoHo as a New York City neighborhood, founded by Yukie Ohta. Five SoHo Arts Network member organizations—Judd Foundation, The Drawing Center, the Renee and Chaim Gross Foundation, Storefront for Art and Architecture, and the Center for Italian Modern Art—will host the SoHo Memory Project’s Portable Historical Society for a series of free and interactive public sessions during the first half of 2016.

The SoHo Arts Network (SAN) was founded in 2014 by a group of non-profit arts organizations based in New York City’s SoHo neighborhood; it is dedicated to celebrating the rich history of SoHo’s unique creative community and to advancing the neighborhood’s continued cultural contributions to the lives of both residents and visitors. The network facilitates and reinforces collaboration between institutions and artistic leaders within the area, as well as the sharing of best practices.

Michele Saliola, Director of Institutional Advancement at Judd Foundation, said, “The SoHo Arts Network connects you to more than just tales of trailblazers like Donald Judd or Walter deMaria, and the galleries and artists who set up shop in the Wild West of SoHo decades ago. We draw a direct line from those stalwart storefronts of the seventies to the world-class non-profits who make SoHo a place you still want to be.

Through the SoHo Memory Project, we give SoHo's forgotten—or not so forgotten—spaces a name and even a smell to hold onto.”

Using unconventional media such as Viewmaster viewers, 3D-printed miniatures, and a smell station, The SoHo Memory Project exhibition chronicles the evolution of the area that is now called SoHo from farmland to high-end retail hub, charting its cycles of development and thus placing current day SoHo in the context of New York City's history, focusing on the decades between 1960 and 1980, when SoHo was a vibrant artists community. Visitors are invited to navigate the bustling urban environment of today's SoHo while gaining a glimpse of its past, by interacting with this hands/eyes/ears/nose-on exhibit, taking away a multi-sensory impression of SoHo history and an understanding of the many ways in which SoHo's cultural pioneers influenced the larger cultural landscape of New York City and the world. Visitors will also have an opportunity to contribute to the exhibition by sharing memories about their own neighborhoods to illustrate the ways in which SoHo is at once unique and a part of a larger landscape of worldwide communities.

"The mobile kiosk's multi-sensory approach is a wonderful way to bring the themes of play, home and food to life and help visitors experience SoHo as a neighborhood," said Lauren Kushnick, Director of Grants and Partnerships for the New York Council for the Humanities. "This kind of humanizing experience exemplifies the power of the humanities: to draw on unique objects, texts and ideas in order to facilitate reflection and encourage understanding. The New York Council for the Humanities is delighted to support the SoHo Arts Network with an Action grant for the "SoHo Memory Project" and hopes to encourage more arts and humanities collaborations from this group and others across the state in the future. "

SoHo Memory Project founder Yukie Ohta added, "I hope the conversations sparked by our collaboration with the SoHo Arts Network will help situate the mythic artists' SoHo of the 1970s within its singular place and time in New York City's long history. This partnership will further The SoHo Memory Project's mission to preserve and share the history of SoHo, not only as a locus of creative ferment, but as an urban neighborhood of individuals, families, businesses, and civic groups working together to form a cohesive community."

Calendar of Public Sessions with the SoHo Memory Project

Judd Foundation (101 Spring Street), the historic home and studio of artist Donald Judd, which served as a seminal meeting place for artists in the 1970s and 80s,

is pleased to kick off the project with a series of four hour-long public sessions. These are free, ticketed events for groups of 15-20 people each.

Wed Jan 13 4-5pm
Wed Jan 20 5-6pm

Wed Feb 17 4-5pm
Wed Feb 24 5-6pm

The Drawing Center (35 Wooster Street), a museum that explores the medium of drawing as primary, dynamic, and relevant to contemporary culture, the future of art, and creative thought, will host the SoHo Memory Project in their lobby bookstore over the course of two weekends in February and March.

Saturday, February 20, 12-4pm
Sunday, February 21, 12-4 pm

Saturday, March 5, 12-4pm
Sunday, March 6, 12-4pm

The Renee & Chaim Gross Foundation (526 LaGuardia Place), the historic home and studio of the artist Chaim Gross, will host two programs with the SoHo Memory Project in April and May, including a special “evening at home” with a home-cooked meal and a talk, as well as a day-time session outside on the sidewalk of LaGuardia Place.

Thursday, April 14, 6-8pm
Saturday, May 21, 1-4pm

Storefront for Art and Architecture (97 Kenmare Street) will host a session with the SoHo Memory Project at their site in June.

Saturday, June 4, 12-4pm

The **Center for Italian Modern Art (421 Broome Street)**, founded in 2013 to advance new scholarship and appreciation of twentieth-century Italian art, will host the closing session of the SoHo Memory Project’s residency with the SoHo Arts Network. This free event will include a lecture by SMP founder Yukie Ohta, explaining the genesis of the project and sharing stories from the sessions at the various SAN sites, and conclude with a reception.

July 13, 6-8pm

The project is supported by a grant from the New York Council for the Humanities. Matching funds were provided by the SoHo Memory Project from a public Kickstarter fundraising campaign to support the production of SMP's mobile historical society.

About the SoHo Arts Network

The SoHo Arts Network (SAN) (www.sohoarts.org) was founded in 2014 by a group of non-profit arts organizations based in New York City's SoHo neighborhood to celebrate the rich history of SoHo's unique creative community and to advance the neighborhood's continued cultural contributions to the lives of both residents and visitors. Created in part in response to the misperception that SoHo has lost its arts community, the network provides an important platform to increase awareness of the neighborhood's continued importance as an arts district, especially for non-profit organizations.

The network facilitates and reinforces collaboration between institutions and artistic leaders within the area, and the sharing of best practices. In addition, the network seeks to further ignite the growth of the arts in the neighborhood through public programs and events exploring SoHo's rich cultural history.

Founding Members include Apex Art, Art in General, Artists Space, Center for Architecture: AIA New York Chapter, Center for Italian Modern Art, Dia Art Foundation, The Drawing Center, The Renee & Chaim Gross Foundation, HarvestWorks, Judd Foundation (101 Spring Street), Leslie-Lohman Museum of Gay and Lesbian Art, Recess, Storefront for Art and Architecture, and the Swiss Institute.

About the New York Council for the Humanities

The New York Council for the Humanities (www.nyhumanities.org), founded in 1975 as the National Endowment for the Humanities' partner in New York State, advocates for public access to the humanities through grants, programs, networking and advocacy.

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