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Wanted: 100 Curators. (Curators Need Not Apply.)

The Lexicon of Sustainability and Consolidated Graphics seek 100 students, teachers, farmers, librarians, gardeners and food activists to curate Pop-Up art shows across the USA in 2011-2012

Petaluma, CA- June 15, 2011 – The Lexicon of Sustainability Project (www.thelexicon.org) has launched a call for 100 curators from across the USA to host pop up shows in their communities.

Sponsored by Consolidated Graphics (CGX), this groundbreaking exhibition of large format photo collages takes art out of its traditional museum and gallery setting and allows individuals and local groups to host their own Pop Up Art Show; these temporary, mobile personalized art events will be held directly in the community, spurring dialog about how people can have a positive impact on their local food systems.

The Lexicon of Sustainability Project was founded by Douglas Gayeton and Laura Howard-Gayeton. The couple spent two years conversing with the foremost practitioners of sustainability in food and farming, then translated these insights into large format photo collages and a series of short films with seed funding from ITVS. These works form the basis of the traveling exhibition.

As part of its grassroots initiative, The Lexicon of Sustainability Project is seeking curators to coordinate local Pop-Up shows. Individuals who are not curators are being specifically sought. Community leaders, students, farmers, activist, gardeners and cooks are encouraged to apply. In all, 100 curators from across the USA will be selected. Each will host 2 shows that involve their local communities, with the artworks to be donated to local schools at the end of each exhibit.

The exhibit will be printed on FSC-certified paper, which guarantees that it comes from forests that are managed in accordance with strict environmental standards. Over 3000 images will be given away during the course of the exhibition.

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Prospective curators will complete an application which asks WHY they want to be a curator, WHERE they would hold their two Lexicon shows, and WHO they would involve (local schools, non-profits, food producers, notable individuals) in their events. Additionally, prospective curators will be asked to select a community space or center (i.e. a school, library, or government building) where the images will become part of a permanent collection once the shows are completed.

ABOUT CONSOLIDATED GRAPHICS (CGX) (www.cgx.com)

Consolidated Graphics is a leader in the printing industry. With locations in or near virtually every major U.S. market plus Toronto, Prague and with a presence in Asia, Consolidated Graphics provides the service and responsiveness of a local printer plus the financial, technological and geographic advantages of a large national organization.

ABOUT THE LEXICON OF SUSTAINABILITY (www.thelexicon.org)

We live in a world of limited resources, and for the first time people are searching for new ways to live more sustainably. The challenges we face are many:

I. Consumers lack the necessary knowledge to make informed decisions about what foods to purchase for their families.

II. Teachers and Students Lack the proper Classroom Tools for Field-Based Learning.

III. Small Farmers Need Information and New Solutions to meet the Market Challenges presented by Industrial Agriculture.

IV. Communities Need Help to Build Healthy Local Food Systems.

By illuminating the vocabulary of sustainable agriculture and the conversation about America's rapidly evolving food culture, the Lexicon project gives people the tools and knowledge necessary to create a healthier, safer food system in America.

ABOUT THE LEXICON PROJECT'S FOUNDERS

Douglas Gayeton is the photographer and author of SLOW: Life in a Tuscan Town, a pictorial exploration of Slow Food's Italian roots (Welcome Books, 2010). Laura Howard-Gayeton is the founder and CEO of Lalo's Goat Milk Ice Cream (www.laloes.com). The couple lives on a farm in Petaluma, CA.

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