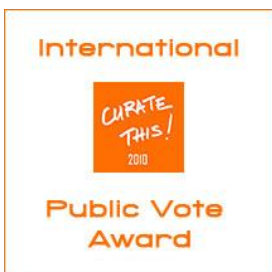




www.thebecafoundation.org www.curatethis.org mail@thebecafoundation.org

The BECA Foundation Announces *CURATE THIS! 2010* Special Projects

The **BECA Foundation** is pleased to announce the implementation of the ***CURATE THIS! 2010 Special Projects*** component created to provide additional opportunities for ***CURATE THIS! 2010*** participating artists + designers + public. The **BECA Foundation** is joining with organizations, directors, editors, publishers, curators, manufacturers and other creative producers interested in collaborating to contribute their own **Special Projects** to the ***CURATE THIS! 2010*** global event and exhibition taking place from July 1 - December 31, 2010. The **BECA Foundation** has kick started the new component with the following ***CURATE THIS! 2010 Special Projects***:



From July 1 - 3, 2010 art + design lovers from around the world will cast their online vote for their favorite ***CURATE THIS! 2010*** Artists + Designers. An **International Public Vote Award of \$2,500** will be awarded to the one artist, designer, duo, group or collective who receives the highest number of public votes on their submitted works. The TOP 15 vote receiving artists and designers will be featured in the 2010 edition of the publication '***CURATE THIS!***'.



Helen Pheby, PhD, Curator of **Yorkshire Sculpture Park, UK**, will be selecting 10 - 20 ***CURATE THIS! 2010*** Artists and their works for inclusion in a special upcoming publication titled, '***CURATE THIS! 2010 - NEW ART***'.



Ellen Lupton, Curator of Contemporary Design at the Smithsonian's **Cooper-Hewitt, National Design Museum**, will be selecting 10 - 20 ***CURATE THIS! 2010*** Designers and their works for inclusion in a special upcoming publication titled, '***CURATE THIS! 2010 - NEW DESIGN***'.

WEAR

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WEAR ART is an upcoming project of **The BECA Foundation** launching this Fall 2010. One or more ***CURATE THIS! 2010*** Artists + Designers will be invited to have their works of art or design included in the upcoming launch.

Those interested in creating their own **CURATE THIS! 2010 Special Projects** are encouraged to contact **The BECA Foundation** at mail@thebecafoundation.org to receive further information and discuss potential projects.

About CURATE THIS! 2010:

CURATE THIS! 2010, the second installment of the *CURATE THIS!* exhibition series created by BECA: Bridge for Emerging Contemporary Art in 2008, has evolved into a global arts, design + cultural exchange event involving multiple venues located in multiple cities around the world. The event will take place annually from July 1 – December 31, 2010.

Through the introduction and exhibition of works of new art + new design and related projects by artists, designers, duos, groups and collectives around the world, The BECA Foundation aims to facilitate an experimental, cross-pollination of new ideas for creative innovation in diverse locations around the world. The title, '*CURATE THIS!*' reflects a departure from the familiar large scale exhibition model, typically curated by a singular vision with one head curator, to an exhibition with components and related events 'curated' by the public as well as by professionally affiliated and independent participants residing in multiple cities around the world.

The core belief system at The BECA Foundation is that "*New art + new design fuels the best of what's yet to come on this planet.*" To help mix that fuel and kick start new possibilities, the expansion of the *CURATE THIS!* exhibition project will facilitate a broader exposure of new art, new design and new ideas through both a physical and online network of participating venues in multiple cities around the world. The aim of building the network is to create international arts + cultural exchange opportunities, broaden arts education opportunities and appreciation for emerging contemporary art + design, facilitate introductions and lay the foundation for future progress + possibility.

About The BECA Foundation:

BECA is an acronym for Bridge for Emerging Contemporary Art. The BECA Foundation is a non-profit global arts organization dedicated to creating public exhibition and other related opportunities for emerging artists + designers for the benefit of artists, designers and the public.

The young organization has grown from an interesting idea to a rare gallery space highlighting works by both emerging artists + designers to a global arts organization instigating arts + cultural exchange and facilitating experimental cross-pollination of new ideas for creative innovation in diverse locations around the world. For further information, please visit www.thebecafoundation.org and www.CurateThis.org. Tax-exempt financial contributions and in-kind donations are made possible through Fractured Atlas, an arts service organization and The BECA Foundation's 501-c-3 fiscal sponsor. If you are interested in making a tax-exempt contribution to The BECA Foundation, please contact: mail@thebecafoundation.org for further information.

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