



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

***CURATE THIS! 2010* is going global! ...on the ground AND in cyberland.**

A Global Exhibition of Emerging Contemporary Art + Design | An Experimental, Cross-Pollination of New Ideas for Progress + Possibility

December 14, 2009 – ***CURATE THIS! 2010***, the second chapter in the evolution of the ***CURATE THIS!*** exhibition series created by BECA: Bridge for Emerging Contemporary Art, is evolving from a one city-wide event location into a global arts + cultural exchange event involving multiple venues located in multiple cities around the world. The global art + design exhibition will take place annually from July 1 – December 31, 2010. <http://www.curatethis.org>

Through the introduction and exhibition of works of art + design and related projects by emerging 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 and professional and independent participants residing in multiple cities around the world. The first '***CURATE THIS!***' experiment took place in early 2008 and led artists and directors, Melissa Roberts and Kurt Schlough to begin brainstorming the expansion of the experiment to bring about greater benefits to a larger number of participants.

BECA is an acronym for **Bridge for Emerging Contemporary Art** and 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, build appreciation for emerging contemporary art + design, facilitate introductions and lay the foundation for future collaborations toward the realization of a progressive, meaningful and fulfilling future for everyone. Global online content delivery of exhibition events and related special projects will enable global participation by millions around the world. The BECA Foundation is pleased to welcome the participation of Helen Pheby, PhD, Curator of [Yorkshire Sculpture Park](#), UK whose research and curatorial work spans the globe including the US and Iraq and [Ellen Lupton](#), legendary design educator and Curator of Contemporary Design at the Smithsonian's [Cooper-Hewitt, National Design Museum](#). Each has a unique insight which will add further depth and diversity to new ***CURATE THIS! 2010*** exhibition components.

Upcoming participating venues in Boston, New Orleans, Miami, Denver, Los Angeles, Santa Fe, New York, London and Berlin have been the first locations to sign on. Venue participation proposals have also been submitted by exclusively online communities. Organizations, art centers, museums, universities, studios, artists, designers, independent and established curators, gallery, art space and design directors as well as lease-holders and owners of other event and non-traditional exhibition spaces located anywhere in the world may register to participate at: <http://www.curatethis.org/for-venues.php> . Artists and designers may register to participate at: <http://www.thebecafoundation.org/global/calls-to-artists.html>

"Free your mind and the rest will follow." – Thomas McElroy and Denzil Foster