



Bridge for Emerging Contemporary Art

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Emerging Artists + Designers Get New Exhibition Program: The BECA Foundation Launches Global Initiative in Support of NEW ART | NEW DESIGN

New Orleans, LA, USA. Some of today's most innovative new works are being created by talented emerging artists + designers from all points on the planet but exhibition opportunities aren't always as plentiful as the innovative works being created. **The BECA Foundation** (www.thebecafoundation.org) begins a course correction this May to map out and create new exhibition opportunities for talented local, national and international emerging artists and designers beginning in New Orleans, LA. Both typical and unconventional venues are being sought out to house an evolving exhibition program. Partnerships with artists, curators and organizations outside of New Orleans and abroad are also being developed with the goal of creating a global network of exhibition opportunities dedicated to emerging artists + designers while presenting the participating public with an adventurous selection of new works of art and design alongside a diverse contemporary cultural experience.

If the recent accomplishments of The BECA Foundation's co-founders, Melissa Roberts and Kurt Schlough (who also direct BECA gallery) are any indication, the organization's efforts will prove to be a success. Within BECA gallery's first 18 months of experimental, innovative exhibitions, Roberts and Schlough will have given exhibition opportunities to over 200 emerging artists and designers, an impressive feat for any new gallery. The goal of The BECA Foundation is to take those accomplishments to the next level via a more sustainable platform from which to grow exponentially. Building on their initial international partnership with guest curators for several early BECA gallery exhibitions, Roberts and Schlough plan to expand that diversity of scholarship through The BECA Foundation. The Foundation exhibitions will be curated by emerging and established, institutional and independent, guest curators from around the world as well as by unexpected and non-traditional curators whose expertise would compliment, challenge, enhance and stretch the idea of what it means to be engaged in contemporary curatorial practice in our rapidly changing world.

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The BECA Foundation is a not-for-profit global, artist-centric, visual arts organization with a home base in New Orleans, LA, USA. **BECA** is an acronym for **Bridge for Emerging Contemporary Art**. The organization serves as a bridge by which new ideas and new art + design flow freely between New Orleans and the larger national and international contemporary art + design communities.

It supports innovation, exploration and the advancement of new ideas in contemporary visual art + design. The core program focus is on developing public exhibition opportunities for local, national and international emerging visual artists

and designers. Those opportunities are also extended to established visual artists + designers who are forging new pathways by exploring new mediums, ideas and processes not previously associated with their work.

By presenting new artistic visions from around the world within the public realm via both physical and online venues, The BECA Foundation exposes a very large and diverse range of participants to emerging contemporary art and culture. The exhibitions engage and educate both new and established audiences while encouraging ongoing dialogue.

Programming is currently supported by sponsorships and contributions with future anticipated support via memberships and grants. The BECA Foundation currently operating under a 501-c-3 non-profit fiscal sponsorship to facilitate acceptance of both monetary and in-kind donations while it prepares for its own establishment as a 501-c-3 non-profit organization.

Background:

The BECA Foundation evolved during 2008 when artists, collectors and BECA gallery Co-Directors, Melissa Roberts and Kurt Schlough, began to see firsthand that their gallery program was far too small to address the exhibition needs of the growing global pool of talented emerging artists and designers. BECA gallery existed as a rare gallery space focused on introducing both emerging contemporary art + emerging contemporary design. Assisting collectors, who are seeking leading edge, innovative new works and new artists, while simultaneously assisting emerging artists and designers with their professional development became the cornerstone of the gallery program. Along with the success of the gallery program came the realization of how much truly innovative emerging work was not being given a public audience. No gallery or art space can be everything to every artist and while exhibition opportunities for emerging artists and designers do exist, many deserving artists and designers aren't on the receiving end of those opportunities. Many emerging artists will argue that although there are many exhibition opportunities for contemporary artists, the opportunities dedicated to emerging art + design are just too few in number. Thus, both the public and the artists miss valuable opportunities to engage in dialogue with one another while Roberts and Schlough argue that global society in general loses out on the enrichment and advancement that a broader expanse of emerging contemporary art and design offers.

"New art and design fuels the best of what's yet to come on this planet so we wanted to create an avenue where these benefits could be realized in an expanded and evolving format unrestricted by commercial constraints. Is it going to satisfy all of the exhibition wants and desires of every emerging artist and designer? Probably not. Will the BECA Foundation use everything at its disposal to create new, exciting, experimental, exploratory, interdisciplinary, adventurous and challenging opportunities and programs for both the participating public and emerging artists and designers most efficiently and effectively? HELL YES!" – Melissa Roberts and Kurt Schlough, Co-Founders

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