

# t r a n s f o r m e r

FOR IMMEDIATE RELEASE  
June 27, 2012

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## E9: Design *Mass Fad Discharge*

July 13 – August 18, 2012

OPENING RECEPTION: Friday, July 13, 6 – 8 pm

ARTIST TALK: Thursday, August 16, 6 – 7 pm

Transformer is proud to present the 9<sup>th</sup> year of the *Exercises for Emerging Artists* program with *E9: Design – Mass Fad Discharge*, a group exhibition featuring works by emerging graphic designers: **Christie Liberatore**, **Shawn Moriarty**, and **Noelle Weber**.



Launched in March 2004, Transformer's *Exercises For Emerging Artists* program was created to support artists at a critical points or crossroads in their professional growth and development, and to advance participating artists' creative careers. This program is designed to stimulate and encourage participating artists as they create new work.

Beginning in March 2012, the participating artists met bi-weekly for two hour peer critiques of newly developing bodies of work led by guest facilitator **Maria Habib**, Senior Director of Design at the Corcoran Gallery of Art, and **Natalie Cheung**, artist and Exhibitions Manager at Transformer. In tandem with these facilitated peer critiques, the participating artists received mentorship and critical feedback on their work from visiting mentors: **Drew Mitchell**, President of Fathom Creative, **Sarah Tanguy**, Curator for ART in Embassies US Department of State, and **Matthew Stevenson**, Senior Art Director of Fathom Creative.

Maria Habib, facilitator for *E9: Design* states: "During the daily grind, designers are often tasked with clearly and critically relaying a message on behalf of a client. So what to do when this 'message' may be silly, far-fetched or if it actually isn't conveying anything at all? You bullshit. These three talented designers of *E9: Design* took this opportunity to exercise what they do best: give meaning to the meaningless, highlight the absurd, and have fun along the way. They explored themes of visual language fads and over-consumption and resulting constipation. All framed with a golden shimmer for the viewer to bedazzled!"

### ABOUT THE *E9: DESIGN* ARTISTS:

**Christie Liberatore** is originally from Northern Maryland. Christie received her BA in Studio Art and Graphic Design from the University of Maryland, College Park. She recently took part in SVA's Masters Workshop in Rome, focusing on typography. She is now living, working, and freelancing as a designer, artist, and illustrator in Washington, DC. [www.christieliberatore.com](http://www.christieliberatore.com)

**Shawn Moriarty** is originally from Knoxville, TN. He is a graduate of the Corcoran College of Art + Design in Washington, DC where he studied Graphic Design. Currently he is a Senior Consultant/Designer at Booz Allen Hamilton and is also the Design Lead for the Washington, DC based queer artist collective *Boys Be Good*. [www.shawnmoriarty.com](http://www.shawnmoriarty.com)

**Noelle Weber** is a graphic designer who lives and works in Washington DC. She has a background in fine art and printmaking and likes to incorporate texture and other handcrafted qualities into her design work. [www.noelleweber.com](http://www.noelleweber.com)

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## ABOUT THE *E9: DESIGN* GUEST FACILITATOR:

**Maria Habib** is the Senior Director of Design at the Corcoran Gallery of Art, College of Art + Design where she specializes in print media. Her work includes identity development and strategy, web design, commercial advertising, and information design. She is also instructor of Design Lab—a student-run in-house design studio. Working with her staff and students, her projects have received numerous awards from organizations such as AIGA, Art Director's Club, University and Colleges Designers Association, and HOW magazine.

Image: Shawn Moriarty

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**t r a n s f o r m e r** is a Washington, DC based 501 (c) 3 artist-centered non-profit visual arts organization, providing a consistent, supportive, and professional platform for emerging artists to explore and present experimental artistic concepts, build audiences for their work, and advance their careers. A catalyst and advocate for contemporary artists and emergent expression in the visual arts, Transformer connects and promotes emerging visual artists within regional, national and international contexts through exhibition and programs partnerships with artists, curators, commercial galleries, museums and other cultural institutions.

Transformer's 2012/2013 Exhibition Series and programs are supported by: The Andy Warhol Foundation for the Visual Arts, The CrossCurrents Foundation, The DC Commission on the Arts and Humanities/ NEA, The Morris & Gwendolyn Cafritz Foundation, The National Endowment for the Arts' Access to Artistic Excellence Award, and The Visionary Friends of Transformer – individual donors, members of our Annual Auction Host Committee, and Corporate Sponsors.