

t r a n s f o r m e r

FOR IMMEDIATE RELEASE
July 24, 2017

CONTACT: Victoria Reis/Georgie Payne
202.483.1102 or info@transformerdc.org

JOIN TRANSFORMER & SIREN ARTS FOR THE LAUNCH OF:

BEACH SHOP
by NoMüNoMü
July 29 – September 23, 2017

OPENING RECEPTION WITH THE ARTISTS
Saturday, July 29
6-9pm

AT SIREN ARTS
529 Bangs Ave
Asbury Park, NJ



Transformer is thrilled to introduce *BEACH SHOP*, the latest addition of artworks to our *Summer of Radical Love* exhibition in Asbury Park, NJ. *BEACH SHOP* features new artworks created by DC based arts collective NoMüNoMü as part of Transformer's new **Siren Arts residency & exhibition program**. The exhibition will run from July 29 through September 23, 2017. An Opening Reception with the artists will be held on Saturday, July 29 from 6 to 9 pm at the Siren Arts space located at 529 Bangs Ave, Asbury Park, NJ.

BEACH SHOP is a multimedia installation that merges the realms of art, design, craft, conceptuality, and entertainment. The works featured mediate an interpretation of 'radical love' with the aesthetics of boardwalk surf & sundry shops. Participating artists include: **Adrienne Gaither, Kaliq Crosby, Rose Jaffe, PLAKOOKEE, James Cole, Rex Delafkaran, and Wilson Butterworth.**

NoMüNoMü is a DC based arts collaborative dedicated to creating new spaces for alternative articulations of art, based primarily on the idea that art should be a collaborative, educational, and at the very least fun cultural exercise, that always looks to challenge and critique the status quo. Founded by artists Joseph Orzal and Nora Müller, NoMüNoMü engages a diverse selection of artists that cuts through divisions of race, age, gender and orientation, to create projects that push audiences and dialogues towards a truer understanding of arts intersectionality, so as to transform the contemporary arts field entirely.

SIREN ARTS - Expanding on programs in support of emerging visual artists and innovative contemporary art practices, in June DC based non-profit visual arts organization, Transformer (transformerdc.org), launched Siren Arts, an annual summer residency & exhibition program based in Asbury Park, NJ.

Pursuing different formats and themes each summer, the inaugural Siren Arts program features a diverse mix of more than twelve artists from DC, Brooklyn, and Philadelphia. Artists are invited to develop and create works that explore cultural, racial, sexual, and gender equality, via a series of short-term residency experiences throughout the summer in Asbury Park, NJ. Operating out of a storefront exhibition space at 529 Bangs Avenue in Asbury Park's historic business district, three blocks from the iconic Asbury Park Boardwalk and Atlantic Ocean, the first Siren Arts

1404 P Street NW Washington, DC 20005 | 202.483.1102 | www.transformerdc.org

t r a n s f o r m e r

exhibition – *Summer of Radical Love* – presents contemporary artworks in a variety of visual mediums. New artworks will be introduced throughout the summer through public programs and receptions. Follow @sirenartsap and @transformerdc for updates.



SIREN ARTS EXHIBITION HOURS: Thursday – Saturday, 1-7pm, and by appointment.

Siren Arts will be open by appointment only Thursday, July 20 – Friday, July 28.
Contact victoria@transformerdc.org to schedule.

t r a n s f o r m e r is a Washington, DC based 501 (c) 3 non-profit, artist-centered 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 a diverse range of innovative exhibition and program partnerships.

t r a n s f o r m e r ' s 2017/18 Exhibition Series and programs are supported by: The Andy Warhol Foundation for the Visual Arts, Metabolic Studios, The CrossCurrents Foundation, The DC Commission on the Arts and Humanities/NEA, Philip L. Graham Fund, The Morris & Gwendolyn Cafritz Foundation, The National Endowment for the Arts' Access to Artistic Excellence Award, SunTrust, and The Visionary Friends of Transformer.