

dallas contemporary

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dallascontemporary.org



Photo: Alex Curington

## **Dallas Contemporary Announces 2011 *LEGENDARY* Benefit Featuring *MADE IN TEXAS*, an Interactive Food Performance by JENNIFER RUBELL**

**Annual gala to feature special one-night-only participatory experience envisioned by acclaimed food installation artist  
Thursday 22 September 19.00 – 22.00 (7.00 – 10.00 pm)**

Dallas, TEXAS, 23 August 2011—Dallas Contemporary announces *Made In Texas*, an interactive culinary performance envisioned by acclaimed food installation artist Jennifer Rubell, to premier for one-night-only on the occasion of the museum's **LEGENDARY** event. On **Thursday 22 September 2011 19.00 - 22.00 (7.00 - 10.00 pm)**, the participatory artwork will bring behind the scenes elements of domestic production to center stage as local laborers prepare Texas cuisine in a hybrid of performance art, installation, and happening. **LEGENDARY** is organized by event Chair Patrick Collins and Honorary Chair Robert Hallam Jr. of Ben E. Keith Co., and will take place just days before the opening of a large-scale exhibition of Rubell's work, *Nutcrackers*, on view **25 September - 4 December 2011**.

**JENNIFER RUBELL:** *Made In Texas* will follow in the artist's tradition of large-scale, sensually arresting installations that employ food and drink as media. Past installations have included 2,000 pounds of barbecued ribs drizzled with honey dripping from the ceiling; felled apple trees cut off at the trunk from which people could pick their own fruit; 1,521 doughnuts hanging on a free-standing wall; and a room-sized cell padded with 1,800 cones of pink cotton candy. Rubell's participatory food journeys have been highlight events at major museums, private collections, and New York's 2009 PERFORMA biennial.

*Made In Texas* will make visible the human labor that is most often hidden within the kitchens, factories and warehouses of Texas businesses. On each of seven large platforms, a living scene taken directly from a factory, workshop or enterprise in the Dallas/Fort Worth area will be reenacted. These scenes will include actual equipment, workers, materials and ingredients that together will demonstrate every step of the oft-ignored behind-the-scenes production, from assembling tamales to pressing table linens. The final product of this labor will be given to participants to eat, use and consider.

"At this time, when more people are focusing on what they eat, it will be exciting to see Jennifer Rubell create amazing food theater - filled with beauty, design and a dash of politics," stated Peter Doroshenko, director of the Dallas Contemporary. "We are very fortunate to have one of Jennifer's largest, most over-the-top, event and exhibition openings in Dallas. Awe struck, will summarize it quite well."

"I was blown away by quality and quantity of artisanal work I saw going on in small food factories in the Dallas area, and I wanted to do a portrait of that work," comments Jennifer Rubell.

***Made In Texas*** partners include **Mozzarella Company** (Dallas), **Renfro Foods** (Fort Worth), **Ben E. Keith Co.** (Dallas), **Posh Couture Rentals** (Dallas), and **Absolutely Blooming** (Dallas). These local vendors will contribute to the evening's performance through production processes, ingredients, and employee participation. LEGENDARY guests will observe scenes from the stretching of queso Oaxaca from Mozzarella Co., the assembling of tamales and icing of tres leches cakes, to the making of Renfro Food's salsa. Participants will also witness the "on-stage" rolling of silverware and serving of beer and will have the opportunity to interact and select a centerpiece for their own table from arrangements made on-site by Dallas florist, Absolutely Blooming.

#### **tickets**

LEGENDARY supports Dallas Contemporary exhibition and learning programs.

For ticket information call +214 821 2522 or email [legendary@dallascontemporary.org](mailto:legendary@dallascontemporary.org).

For more information, visit [www.dallascontemporary.org](http://www.dallascontemporary.org).

The LEGENDARY event will take place just days before the opening of a large-scale exhibition of the artist's work, **JENNIFER RUBELL: *Nutcrackers***, on view at Dallas Contemporary from **25 September – 4 December 2011**. An opening celebration will be held **Saturday 24 September 21.00 – 24.00 (9.00 pm – midnight)**.

In Gallery 3, Dallas Contemporary's largest gallery space, Rubell's *Nutcrackers* will consist of 18 life-size interactive sculptures of women alongside a pedestal holding one ton of Texas pecans. Each prefabricated female mannequin is mounted on her side in an odalisque position and has been retooled to function as a nutcracker. Visitors interact with each sculpture, by placing a pecan in the mannequin's inner thigh. The leg is brought down to crack the pecan leaving the nut for the visitor to eat.

Inspired by nutcrackers depicting female figures - and in particular one found on the internet of Hillary Clinton - these interactive sculptures embody the two polar stereotypes of female power; the idealized, sexualized nude female form and the too-powerful, nut-busting uberwoman. The work also serves as a prompt to action, encouraging the viewer to transgress the traditional viewer-to-artwork boundary and complete the work by interacting with it.

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### **about the artist**

Jennifer Rubell creates participatory artwork that is a hybrid of performance art, installation, and happenings. Viewers are encouraged to partake in the work, violating the traditional boundaries of art institutions and engaging senses usually forbidden in or absent from museum and gallery contexts. Rubell's work explores the intersection of the monumental and the ephemeral, and serves as a counterpoint to the virtual nature of much of contemporary life.

Some of Rubell's notable previous projects include *Old-Fashioned* at the Los Angeles County Museum of Art; *The de Pury Diptych* at the Saatchi Gallery, London; *Icons* at the Brooklyn Museum; *Creation* for Performa, the New York performance-art biennial; and, since 2001, a yearly breakfast project in the courtyard of the Rubell Family Collection in Miami during Art Basel Miami Beach.

Rubell, 41, received a B.A. from Harvard University in Fine Arts, and subsequently attended the Culinary Institute of America. She wrote about food for over a decade prior to beginning her artistic practice, including columns in the *Miami Herald* and *Domino* magazine, and the book *Real Life Entertaining* (Harper Collins). Rubell lives in New York City.

### **about**

Dallas Contemporary is a non-collecting art museum presenting new and challenging ideas from regional, national and international artists. The institution is committed to engaging the public through exhibitions, lectures, educational programs and events. Dallas Contemporary is wheelchair accessible.

### **always free**

Tuesday – Saturday 11.00 – 18.00 (11.00 am – 6.00 pm)  
Sunday 12.00 – 17.00 (12.00 pm – 5.00 pm)  
first Thursday of the month open until 20.00 (8.00 pm)

### **media contact**

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