

For Immediate Release

EVERYTHING MUST GO

created and curated by Rachel Higgins

DEC 20 – JAN 3, 2009 CENTURY PLAZA SHOPPING MALL Birmingham, Alabama

20 artists in 14 days: This holiday season, a few shoppers at Century Plaza Mall in Birmingham will find unexpected art installations in the mostly vacant mall.

Featured artists include: Sascha Braunig, Carda Burke, Walton Creel, Kerry Downey, Matthew Farrell, Rachael Gorchov, Kyle Kessler, Jasper Justice Lee, Martin Murphy, Jess Perlitz, Mike Treffeht, Kristof Wickman and others.

The Mall as Site: One retail store leased by artists in Century Plaza Shopping Mall in Birmingham, Alabama is the site of *EVERYTHING MUST GO*, a temporary exhibition space featuring the work of twenty young artists from across the country. The exhibition will change each day over two weeks to feature a different artist or collaborative group. In an American landscape full of abandoned malls, *EVERYTHING MUST GO* is an attempt, not to revitalize these structures, but to embrace the playful fantasy that the empty mall offers as a social space.

About Century Plaza: Built in 1975 and renovated in 1990, Century Plaza Shopping Mall currently has 30 occupied stores and over 60 vacant stores. With a total leasable area of 750,000 square feet, less than a fourth is being used. Thousands of similar dead or dying malls can be found throughout America. Meanwhile, new shopping centers continue to be developed, sprawling farther and farther from city centers where newer facades are constructed, spent, and discarded. The greater Birmingham area has at least 7 major shopping centers, with more on the way. If the shopping center is the model around which our communities are built, what does the abandoned mall say about our society? America has more than four-thousand abandoned shopping malls, more shopping centers than high schools, and twenty square feet of retail space for every person in the nation.

TAKETHEMALL

As scavengers within the contemporary landscape, artists habitually seek out and re-claim abandoned spaces, simultaneously drawing attention to their existence and offering alternative realities. Artists featured in this exhibition utilize the theatrical setting of the failed store to accentuate the void rather than fill it. Using the mall as a stage, these artists create situational works which engage viewers using sound, sculpture, video, collage, installation, book arts, and performance.

The temporary nature of this exhibit offers a variety of voices within limited means, but also creates an impermanent, shifting dialogue. The project will be documented in a small series of publications available onsite and through a website which will be updated daily throughout the run of the exhibition.

EVERYTHING MUST GO is created, curated, and produced by Rachel Higgins. Artists featured were selected from an open call to Higgins's immediate community of friends and colleagues working in New York, Philadelphia, and Birmingham. While proposals have been selected based on relevancy of subject matter and a familiarity with the artists work, it is intended that the individual voice of each artist is free to completely own the space for a day.

About Rachel Higgins:

Rachel Higgins is an artist originally from Birmingham, Alabama. Locally, she attended the Alabama School of Fine Arts and Birmingham-Southern College and has worked as coordinator of a variety of youth art education programs. She is currently pursuing her MFA in combined media at Hunter College in New York City, where she now lives.

For More information visit: <http://www.rachelhiggins.com/everythingmustgo.html>

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Century Plaza Shopping Mall

7580 Crestwood Blvd Birmingham, AL

Dates: Sat Dec 20-Sat Jan 3, 2009

Mon-Sat 10-7 Sun 12-5

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