



FOR IMMEDIATE RELEASE:

THURSDAY, JUNE 27TH 10:00AM

**ANNOUNCING THE MAC PAC'S UNDERWRITING CAMPAIGN TO SUPPORT
SPONSORED EXHIBITION FEATURING TONY ORRICO'S *WANING***

The MAC PAC is pleased to invite you to join us for the inaugural Sponsored Exhibition, *Waning*. The exhibition will feature the work of performance artist **Tony Orrico** with an opening reception on **Saturday, September 14 from 5:30 – 7:30pm**.

In support of Tony Orrico's exhibition *Waning*, The MAC PAC has launched an underwriting campaign that will provide much needed support to cover artist travel expenses, an honorarium, artist accommodation, integral two-day workshop, exhibition documentation, and installation expenses. **The goal of the underwriting campaign is to reach \$5,500 by August 9th to produce this exhibition.**

To date, The MAC PAC has raised \$1,320 from within the membership group and we're pleased to announce 100% participation from The MAC PAC Exhibitions Committee members. Donors to the campaign will be invited to an exclusive VIP performance, have first access to enrolling in the workshop, and will be recognized in exhibition signage and on The MAC's website. We are pleased to offer a wide range of levels of support that will allow for the entire community to get involved. Interested donors should contact LauraLee Brott at lbrott@the-mac.org or visit The MAC PAC Sponsored Exhibition page on the website(**insert link**).

The MAC is proud to invite members of The MAC PAC to hold an active role in programming exhibitions in the New Works Space gallery. This crucial component to the identity of The MAC PAC encourages engagement in contemporary art and its presentation. Under the direction of the dynamic Exhibitions Committee Chairs, Lara and Stephen Harrison, Orrico was chosen from over 40 artists, narrowed by The MAC Board of Directors and the MAC PAC Exhibition Committee, and voted on by MAC PAC at large.

Tony Orrico's exhibition at The MAC will include four live performances in response to the artist's most recent body of work, *CARBON*. The first performance will take place for an intimate VIP audience. The final performance will take place during the exhibitions' opening reception. The artist will also conduct a two-day workshop to further engage the DFW artist and collector communities. Additional information about the workshop and exhibition(**insert link**).

Tony Orrico is a visual artist, performer, and choreographer, currently based in Chicago. The artist was a presenter at *Poptech 2011: The World Rebalancing*. He collaborated with choreographer John Jasperse on the visual Design for 'Canyon', presented at BAM's Next Wave Festival (2011). He was also one of a select group of artists to re-perform the work of Marina Abramovic during her retrospective at the Museum of Modern Art, New York.

About The MAC

Established in 1994, The McKinney Avenue Contemporary (The MAC) is a nonprofit organization that stands as Dallas' advocate for creative freedom offering the opportunity for experimentation and presentation of art in all disciplines. It supports the emerging and established artist role in society providing a forum for critical dialogue with



their audiences. This relationship is cultivated through education and innovative programming. The MAC is a member of Dallas Art Dealers Association, The Uptown Association and The Luxury Marketing Council.

The MAC is open Wednesday - Saturday 11am – 9pm.

Interviews and images related to this exhibition are available upon request.

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The McKinney Avenue Contemporary

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