



## PRESS RELEASE

February 29, 2016

FOR IMMEDIATE RELEASE

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### **The MAC Continues Innovative Programming Announcing *New Urban Landscape* An Exhibition and Art Talk Series**

The MAC will soon embark on a new series of exhibitions, art talks, and site-specific projects, revolving around the theme *New Urban Landscape*. Taking place from **April through September 2016**, programming will address the role of the arts in shaping the Cedars and the broader community of Dallas, striving to empower through the exchange of ideas, values, culture, and knowledge. Dallas and Fort Worth artists including Willie Baronet, Christopher Blay, H. Schenck, Giovanni Valderas, and K. Yoland will explore issues related to homelessness, displacement, gentrification, and immigration.

The MAC is proud to be the anchor tenant of the energizing future commercial development at 1601 S. Ervay St., which will consist of a five-building complex with commercial galleries, restaurant and retail space, and urban green space. A large and diverse group of creatives call the historic Cedars neighborhood home, which is the reason why cultural events are so important to this area. The once blighted, inner-city neighborhood of southern Downtown is now witness to many noticeable changes - commercial developments, new galleries, and other nonprofit institutions have moved in. Also nearby are many of the city's community and homeless-outreach organizations.

Exciting renovations of The MAC's new home, a century-old complex in the Cedars, are already underway. However, this interruption has not deterred The MAC from presenting adventurous programming in the raw warehouse space, while pursuing options for a sustainable future once renovations are complete. From the collaboration with Aurora in October, the partnership with Cedars Open Studios in November, and Jeff Parrott's show in February 2016, the 22-year-old institution has witnessed hundreds of visitors explore the captivating complex through exhibitions, installations and events. The driving force behind this pop-up-style programming is a vital component to The MAC's mission: local artists and experimental programming.

#### **When/Where**

***New Urban Landscape* will take place from April through September of this year** – stay tuned for more details on specific projects.

The MAC  
1601 South Ervay Street  
Dallas, TX 75215  
214.953.1212

#### **The MAC Mission**

The MAC is a nonprofit organization that stands as a Dallas advocate for creative freedom offering the opportunity for experimentation and presentation of art in all disciplines. It supports the emerging and established artist's role in society by providing a forum for critical dialogue with their audiences. This relationship is cultivated through education and innovative programming.

The MAC is open for special events and by appointment as we undergo renovations at our new location.

**Sponsored by:** Texas Commission on the Arts, City of Dallas Office of Cultural Affairs, Sally Francis Public Relations