

Santa Fe Art Institute

For Immediate Release

October 6, 2010

Santa Fe Prepares for Unprecedented **FLASH FLOOD**

What: **FLASH FLOOD** Community Art Action

Where: The dry bed of the Santa Fe River

When: Saturday, November 20, 2010

SANTA FE—Dozens of community institutions and activists are gearing up for a series of workshops and events in advance of the November 20, 2010 “**FLASH FLOOD for a Living River.**” The Santa Fe Art Institute, in coordination with Bill McKibben’s 350.org, an international campaign dedicated to building a movement in response to the global threats of climate change, is spearheading the New Mexico project, which is one of five U.S. sites out of 20 global locations. 3,000 community members will carry and flip blue-painted recycled cardboard to compose the **FLASH FLOOD** in the dry bed of the Santa Fe River, which has been designated America’s most endangered river. The art action and aerial design will be visible and documented from outer space via satellite. The **FLASH FLOOD** will be projected worldwide alongside the 19 other global aerial designs as part of the Cancun Climate Change Summit, November 29 – December 10, 2010.

The large coalition of community institutions forming around the **FLASH FLOOD** project include:

Casa Allegre
City of Santa Fe
DeVargas Middle School
Earth Care International
Earth Guardians
EarthWorks Institute
Frenchy’s Field and Commons community groups
Institute of American Indian Arts (IAIA)
New Mexico Arts Commission
Salazar Elementary School
Santa Fe Arts Commission
Santa Fe Community College
Santa Fe Parks Commission
Santa Fe River Commission
Santa Fe Watershed Association
Santa Fe University of Art and Design
State of New Mexico
Youth Works
and more!

Michelle Laflamme-Childs

Residency Director &
Marketing/PR Director

1600 St. Michaels Drive
Santa Fe, NM 87505
Mail to: PO Box 24044
Santa Fe, NM 87502

t 505.424.5050
f 505.424.5051
info@sfai.org
www.sfai.org

The Santa Fe Art Institute, an independent educational non-profit organization founded in 1985, is committed to programs that nurture artists and enhance and promote the arts as an essential element of American culture and society.

SFAI funding provided in part by The Burnett Foundation, The McCune Charitable Foundation, The Lannan Foundation, The Warhol Foundation, The Joan Mitchell Foundation, The Brindle Foundation, the City of Santa Fe Arts Commission and the 1% Lodgers' Tax and by New Mexico Arts, a Division of the Department of Cultural Affairs.

Santa Fe Mayor David Coss says of the project, “The Santa Fe River sustains the people. The People need to sustain the Santa Fe River. This great project is a true demonstration of the connection between our community and our river.”

“Working together with all our amazing partners, the Santa Fe Art Institute is honored to have "FLASH FLOOD: for a living river" chosen as one of the twenty art actions world wide that will address environmental stress and climate change for the Cancun Climate Change conference,” says SFAI director, Diane Karp. “Our many languages and cultures, histories and perspectives merge in this fabulous community art project to focus on the Santa Fe River and its importance for us all. Art can make the difference that makes the difference.”

For more information about this event, please contact:

Alysha Shaw at alysha.shaw@gmail.com or (505) 795 8096

or

Michelle Laflamme-Childs at mchilds@sfai.org or (505) 424 5050.

The Santa Fe Art Institute, an independent educational non-profit organization founded in 1985, is committed to programs that nurture artists and enhance and promote the arts as an essential element of American culture and society.

SFAI funding provided in part by The Burnett Foundation, The McCune Charitable Foundation, The Lannan Foundation, The Warhol Foundation, The Joan Mitchell Foundation, The Brindle Foundation, the City of Santa Fe Arts Commission and the 1% Lodgers' Tax and by New Mexico Arts, a Division of the Department of Cultural Affairs.