

For Immediate Release

October 27, 2010

The FLASH FLOOD Advances!

What: FLASH FLOOD Community Art Action

Where: The dry bed of the Santa Fe River @ San Ysidro Crossing

When: Saturday, November 20, 2010 – time TBD

What: FLASH FLOOD Pre-event Party & Exhibition Opening

Where: SFAI

When: Friday, November 19, 2010 5pm

What: FLASH FLOOD Cardboard Painting Workshops

Where: SFAI

When: Tuesday & Thursdays, 4:30 – 6:30pm through 11/18

SANTA FE—The Santa Fe Art Institute, in coordination with Bill McKibben's 350.org, is spearheading the New Mexico **FLASH FLOOD for a living river project**, which is one of five U.S. sites out of 20 global locations. Joining forces with an incredible list of community partners, the SFAI is recruiting 3,000 community members to carry and flip blue-painted recycled cardboard to compose a **FLASH FLOOD** in the dry bed of the Santa Fe River, which has been designated as one of America's most endangered rivers. The art action and aerial design will be visible and documented from outer space via satellite, from the air by award-winning cinematographer Doug Crawford, and from the ground by still cameras, video cameras, and thousands of individual cell phones and cameras. The **FLASH FLOOD** satellite images will be projected worldwide alongside the 19 other global aerial designs as part of the Cancun Climate Change Summit, November 29 – December 10, 2010.

In conjunction with the FLASH FLOOD project, there is an open call exhibition, which will open at the Pre-event party on Friday night 11/19 at 5pm at the SFAI. Artists wishing to participate must deliver work related to water issues in New Mexico that is no larger than 4' x 4' to the SFAI by 3pm 11/15 and must install and de-install their own work. For more info, please contact the SFAI at (505) 424-5050.

Ongoing on Tuesday and Thursday evenings until the event are cardboard painting workshops at the SFAI. We have paint and cardboard to use, but also welcome any blue paint and cardboard the community can donate. These events are free and open to the public.

Our newest partner, Santa Fe Trails, has offered to provide shuttle service to and from parking areas near the San Ysidro site, to reduce parking nightmares and congestion! This art action is an amazing example of a community coming together for a common good.

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.

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

ARGK Design
Capitol High School
City of Santa Fe
Community Farm
DeVargas Middle School
Desert Academy
Earth Care
Earth Guardians
EarthWorks Institute
Frenchy's Field and Commons community groups
Girls Go Green
Institute of American Indian Arts
KSFR
Lemeraux Cranes
McCune Charitable Foundation
New Energy Economy
New Mexico Arts Commission
New Mexico Interfaith Power and Light
The Redford Institute Milagro Project
Regenesis
River Source
Jim L. Salazar, CFM
Salazar Elementary School
Santa Fe Arts Commission
Santa Fe Business Alliance
Santa Fe Community College
Santa Fe Complex
Santa Fe Congregations
Santa Fe Girls School
Santa Fe Parks Commission
Santa Fe Prep
Santa Fe Reporter
Santa Fe River Commission
Santa Fe University of Art & Design
Santa Fe Trails
Santa Fe Watershed Assoc
State of New Mexico
Watershed West
Youth Works
and we add more every day!

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."

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“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@sfa.org or (505) 424 5050.

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