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CONTEST GIVES COMMUNITY MEMBERS THE CHANCE TO PARTICIPATE AND HELP
CURATE *SYNOPSIS SHUFFLE* AT THE GRAND RAPIDS ART MUSEUM

One Lucky Winner Will Participate in Robert Rauschenberg's Famous "Art Game"

GRAND RAPIDS, Mich., February 16, 2012 – For those who have always wanted to try their hands at curating an exhibition at the Grand Rapids Art Museum... here is the perfect opportunity!

Contestants will have the opportunity to work alongside GRAM's Curatorial Department and leaders from the creative community to participate in *Synopsis Shuffle*—a unique "art game" and exhibition. The winner will help select, compose, and curate this monumental 52-panel work of art, which has only visited two other cities worldwide (New York and Paris) before its arrival in Grand Rapids.

One lucky member of the community will be selected to join the existing group of "shufflers" based on the submission of a short video.

How to Participate:

Contestants must record a short, 1 to 5 minute video telling GRAM why Rauschenberg's art is important to them, and why they want to participate in *Synopsis Shuffle*. Then, upload the video to YouTube and email the link to pr@artmuseumgr.org (make sure the video's privacy settings are set to "public"). Contestants must include "Rauschenberg Video" in the subject line and include their names and phone numbers in the body of the e-mail, so GRAM can easily contact the finalists. Videos will be judged on content and enthusiasm for the project.

Three finalists will be invited to the Art Museum on Friday, February 24, 2012 for an in-person interview with a selection committee, from which one person will be chosen.

Requirements:

- Must be available for an in-person interview at GRAM on the afternoon of Friday, February 24, 2012.
- Available to attend a morning-long session on Wednesday, February 29 to select and arrange several of Rauschenberg's panels.
- The participant should also be willing to be interviewed on camera during the event.

Deadline:

Contestants must email the link to GRAM by **2:00pm, Thursday, February 23, 2012**.

Examples:

Visit the Rauschenberg page on GRAM's website or view previously recorded Rauschenberg videos from members of the community, at <http://vimeopro.com/artmuseumgr/rauschenberg>.

About *Synopsis Shuffle*:

Consisting of 52 large-scale panels, *Synopsis Shuffle* is a monumental participatory work that incorporates chance and performance, hallmarks of Rauschenberg's art. Rauschenberg's activities in dance, performance, prints, and in painting and sculpture were often characterized by a high degree of collaboration—with dancers, printers, fabricators, and with viewer of his works who were often physically drawn into them. Each of the 52 panels in *Synopsis Shuffle* is a collage of images taken from photographs the artist took during his global travels—snapshots of street life, images taken from media and advertising, and lyrical scenes of nature. The title of the work and the number of paintings refer to a deck of cards, a clever signal of the work's installation method: each time the panels of *Synopsis Shuffle* are presented, they are meant to be "shuffled" by a different person or group—in displays of no more than seven and no fewer than three paintings.

Those selected to participate in the Shuffle community will be asked to step forward to "deal out a hand" of paintings of their own choosing. The works of art will then be on view at GRAM from March 3 through May 20, 2012.

This exhibition was organized by the Whitney Museum of American Art, New York.

*The Grand Rapids presentation has been made possible by:
Presenting Sponsor: Daniel and Pamella DeVos Foundation.*

Learn more about this contest and *Robert Rauschenberg: Synopsis Shuffle* on GRAM's website, www.artmuseumgr.org.

About the Grand Rapids Art Museum

The mission of the Grand Rapids Art Museum (GRAM) is: to inspire discovery, enjoyment, and learning about art; to serve as a welcoming and inclusive cultural resource; to collect, conserve, and interpret works of art of the finest quality. Established in the heart of downtown Grand Rapids, the new Art Museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,500 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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