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The Contemporary Arts Center presents *Off The Strip 2010***Las Vegas August , 2010**

The Contemporary Arts Center (CAC) is pleased to present “Off The Strip 2010” a four-day new-genres festival that offers both an alternative to the “easy-viewing” of the Strip and a format for the community to participate in the national and international dialogues about contemporary art.

What: The Contemporary Arts Center’s second annual “Off The Strip” is a three-day new genres festival featuring performance, video, and installation art that will take place in Downtown Las Vegas from October 14-16th, 2010. Artists from the United States, Canada, and Europe have been selected to come to Las Vegas and present work about the international cultural significance of this city and region. These artists will present challenging work addressing themes of consumption, visual spectacle, displays of sexuality, atomic testing, and Las Vegas as a global hub.

The Saturday panel of artists and scholars will address diverse cultural, social, and economic issues specific to Las Vegas and southern Nevada, including spectacle, consumerism and the state of our consumer society, the sex industry, representations of sexuality and the body, global tourism, as well as issues of sustainability and Nevada's role in the history of nuclear testing. The CAC jury has selected artists whose work addressing Las Vegas and southern Nevada was provocative, thoughtful, and would help local residents and tourists alike gain a new perspective on the locale. “Off the Strip’ will be a provocative series that engages the audience at many levels, and a constructive dialogue with the public is essential,” says panel moderator and event juror Kirsten Swenson, Assistant Professor of Contemporary Art from UNLV.

When:

October 14th-November 3rd: Installation at the Atomic Testing Museum, 755 E. Flamingo Rd. Las Vegas NV, 89119

“Open Field” Working out of the Sensorium Lab, Calgary-based artists Jean Rene Leblanc,, Craig Fahner and Neal Moignard are a cross-disciplinary research group focusing on research that develops systems of interaction that encourage kinesthetic perception and interpretation. Their installation will generate audio and visuals based on analog phenomena related to the electromagnetic spectrum, body capacitance and the resonant properties of matter. Participants are invited to experience these phenomena by interacting with the space around the installation.

Video installation by Bay-area artist Heather Sparks: "Within My Nature" 2010 Human kaleidoscope video: self-generated utopias generated from models made from digital prints of hair and skin scans.

"The Mother of All Bombs: A Geneology of The Daughters Uranium, Hairy Chested Hubris and the Goddess Nemesis Queen of Blowback": Laura Smith Fillmore, artist's zine

October 14th: Opening night of live performances at the Showroom at the Aruba Hotel, 1215 S. Las Vegas Blvd.

October 15th: Video screening event and projection installations at the Sci-fi Center and the Insurgo Theater in Commercial Center at 900 E. Karen Avenue

Late night gathering at the CAC where the Off the Strip installation "Let's Build a Nation" by the collective Building a Nation will be on view September 30th-October 28th and will also serve as the festivals headquarters for maps, brochures and ticket sales. After party at the Bar & Bistro @ the Arts Factory.

October 16th: Performances on Las Vegas Boulevard and in the downtown Fremont Street vicinity throughout the day, an afternoon panel discussion at the Beat Café in Emergency Arts and final evening of performances and closing party at the Downtown Cocktail Room, 111 Las Vegas Blvd South.

Please visit the CAC website for schedule of events, ticket information and more:
lasvegascac.org

Participating Artists:

Roger Beebe

Building a Nation

Diane Bush, Las Vegas

Patrick Cadenhead

Diane Dwyer

Laura Smith Fillmore

Ger Ger

Liz Hickok

Jeane Jo

Taylor McVay & Jordan Tynes

Danielle Kelly, Las Vegas

Kerry Laitala

Magsamen & Hillerbrand

Douglas Moffatt

Nicola Morton

Joe Nanashe

Laura Napier

Minou Norouzi

Cindy Rehm & Launa Bacon

Zach Rockhill

Heather Sparks

Scott Stark

Test Market, Las Vegas

The Bridge Club

The Sensorium Lab

Kristina Wong

Douglas Moffatt

About the Contemporary Arts Center

The Contemporary Arts Center (CAC) is a non-profit 501(c)3 art organization dedicated to presenting new, high quality, visual, and performing art, while striving to build, educate, and sustain audiences for contemporary art. The CAC strives to provide a place where artists can learn about best practices, test new ideas in the public arena, and connect with fellow artists within and beyond our own community.

The Contemporary Arts Center was voted winner "Best of Las Vegas 2010" Art Gallery, by the staff of the Las Vegas Review-Journal.

The Contemporary Arts Center recently celebrated its 20th anniversary and is a recipient of the 30th annual Governor's Arts Award for Leadership in Organizations. The Nevada Arts Council and the Governor's Office presented these honors in March 2010 for outstanding and enduring contributions to Nevada through artistic achievement and service to the arts.

Gallery Hours and Admission: Gallery hours are Tuesday through Saturday 12:00 noon to 5:00 pm and by appointment. First Friday of each month 6:00 pm to 10:00 pm. Admission is free and donations to the Contemporary Arts Center are accepted.

General Information: The Contemporary Arts Center is located in The Arts Factory at 107 East Charleston Boulevard, Suite 120. For information on the CAC and it's programming, please visit the website www.lasvegascac.org or contact via telephone at 702-382-3886 or via e-mail at info@lasvegascac.org.