

# CYNTHIA-REEVES

PRESS RELEASE  
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## **GALLERY RENOVATIONS 1315 MASS MoCA Way, North Adams, MA CLOSED: Month of February**

Contact: Kristen Jussila, Marketing, [k\\_jussila@cynthia-reeves.com](mailto:k_jussila@cynthia-reeves.com), 603.756.4160

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### **North Adams, MA — January 31, 2017 — CYNTHIA-REEVES**

CYNTHIA-REEVES is renovating its gallery on the campus of the MASS MoCA during the month of February, to create a larger space for new initiatives around project-based work. The gallery program has long embraced the idea of site-based art installations, overseeing large-scale, permanent works for companies and academic institutions worldwide.

The new gallery at MASS MoCA will emphasize art-making alongside art exhibition, by offering the space to select artists for developing site-based projects and exhibiting the final works. This approach opens up an engagement between our audience and artists at all stages of the process: from active production, in-process works on view, through to finished installations.

Our intention is to create a direct and dynamic exchange between the art-making and community at large. Dialog and interaction between visitors and artists is key to this new initiative, one that the gallery sees as a natural extension of its innovative programming.



Kristen Jussila, who has worked with CYNTHIA-REEVES for three years, will become the gallery's director, and move to North Adams in the coming months to become a full time resident in the community. Kristen's role as marketing and outreach support for the gallery, along with her work in design and exhibition materials, will continue from her perch in our Berkshire's gallery, as she oversees the day to day operations of the gallery. Azariah Aker will continue to work closely with artists installing work at both galleries, as a support to their process and final exhibitions.

*CYNTHIA-REEVES represents an international roster of established artists who share a process-apparent sensibility in their work. We are committed to artwork that demonstrates an authentic voice, an innovative use of materials, and an appreciation of the mark in diverse media: site-based installation, video, sculpture, painting and works on paper.*

*We initiate public art projects in the US and abroad placing large-scale works in the public domain for both permanent and temporary installations, in such locations as New York City, London, Boston, San Diego, Miami, Salt Lake City, Philadelphia, Las Vegas and Dallas.*

*CYNTHIA-REEVES has galleries on the campus of MASS MoCA in the Berkshires, and in Walpole, New Hampshire, with additional staff offices in New York and Boston. For more information on our artists and our innovative programming, please visit the online gallery at [CYNTHIA-REEVES.com](http://CYNTHIA-REEVES.com) or call 212 714 0044.*

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