THE POSTCARD COLLECTIVE INAUGURAL EXHIBITION
University of Arizona School of Art Graduate Gallery
April 26 - May 11, 2010
Reception April 27, 6PM - 8PM

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For immediate release.

The internet has made it easier than ever before to find and share artwork; anyone and everyone is a curator in their own space. While there are countless benefits to this democratization of art viewing, the power of the viewer’s experience can be somewhat diluted by the digital presentation. There is an emotional spark that is triggered by engaging a work of art in physical space that is virtually nonexistent in the digital realm.

We seek to bridge the gap between the digital and tangible domains. By crafting and mailing postcards, the artists enter into a collaboration with the Postal Service as well as each other; the magic of the art-making experience is shared simultaneously by all participants. The result is a collection of unique art objects that have been assigned a point of origin in place and time by way of postmarking.

This exhibition showcases the postcards that were sent in the project’s first round of exchanges.

For more information, please visit our website:
http://www.postcardcollective.org