



Rochester Contemporary Art Center

137 East Avenue
Rochester, NY 14604
585.461.2222

hours: Wed – Sun 1-5 pm / Fri 1-10pm
admission: \$2 / free for members



NEWS RELEASE

for more information contact:

Bleu Cease

(585) 461.2222

bleu@rochestercontemporary.org

Ride It: Art and Bicycles in Rochester

Exhibition at RoCo expands dialogue about bicycle culture with artistic and historical displays.

April 3 - May 15, 2015

Opening Reception: Fri. April 3, 6-10pm

*Free if you arrive on 2 wheels, Bike valet provided by the Cycling Alliance

Performance by One Dance Co.: April 3, 8pm

Artist Talk: Saturday April 4, 1pm

Slow Art Day: Saturday April 11, 1pm

Bicycle Tour of Public Art: Sunday May 3 (Departs from RoCo at 1pm)

Rochester Bicycle Film Festival:

Tuesday May 12, 7pm *Breaking Away* at Cinema

Wednesday May 13, 7pm *The Triplets of Belleville* at The Little Theatre

(3/1/2015) Rochester, NY Rochester Contemporary Art Center is pleased to announce Ride It: Art and Bicycles in Rochester. This fun new exhibition which offers a diverse exploration of bicycle culture, history, advocacy and creativity in the Rochester Region opens Friday, April 3 at Rochester Contemporary Art Center (RoCo). *Ride It: Art and Bicycles in Rochester* will feature a variety of projects including documentary photography, paintings, historical displays, and short films. The exhibition will include individual artists and local organizations. Artists include Cordell Cordaro, Jon Schull and Trevor Raab. Organizations contributing to the exhibition include Rochester Public Library, Genesee Center for Arts & Education, and the Rochester Bicycle Film Festival. *Ride It* will also include an interactive 4 month, citywide calendar of bike-related events, organized in partnership with **The Cycling Alliance**. More information about the numerous projects and partnerships involved with *Ride It* can be found here: rochestercontemporary.org/ride_it.html

An opening reception will be held on April 3, 6-10pm. **Bike valet parking will be offered and admission will be free for those who arrive on two wheels.** A special bicycle inspired dance performance by **One Dance Co.** will take place at 8pm during the opening reception. Food and refreshments at the opening reception will be served from branded bicycle carts by **Hart's Local Grocers** and **Eat Me Ice Cream**.

In addition to several new artist projects, *Ride It* will feature the anticipated new series of paintings by Rochester Artist, Cordell Cordaro. Inspired by the French animated film *The Triplets of Belleville*, Cordaro has created 6 new large paintings on panel, 10 small collages on paper and a special limited edition print run. As part of this year's expanded Rochester Bicycle film festival, *The Little Theatre* will screen *The Triplets of Belleville* on Wednesday May 13 at 7pm.

Two unique historical displays will provide background and context about Rochester's rich cycling tradition. **The Rochester Public Library Local History Division** will explore the origins of Rochester's Side Paths (turn of the century bicycle roads) and **The University of Rochester Rare Books Library** will consider the importance of bicycles for women in the early 1900's.

As part of **International Slow Art Day**, RoCo and **The Landmark Society's Young Urban Preservationists** have organized *Hurry Up & Wait*, a series of short, back-to-back presentations. The event's discussion topics will meditate on art, culture and Rochester's built environment. Slow Art Day is a global event aimed at helping more people discover the joy of looking at and loving art.

RoCo's popular bicycle tours return this summer with a Sunday, May 3 tour of Rochester Public Art. This special event is organized in partnership with renowned local artist and tireless activist/historian, Richard Margolis (rochesterpublicart.com). This downtown bicycle tour will feature little known and forgotten works of public art in Rochester. Departing from RoCo May 3 at 1pm, participating cyclists will visit numerous little-known and forgotten works of public art. At each stop, a local expert will contextualize the piece and explain its origin.

In celebration of Bike Month RoCo is partnering with **Cinema** and **The Little Theatre** to promote the 3rd annual **Rochester Bicycle Film Festival**. Cinema will screen *Breaking Away* on Tuesday on May 12 at 7pm and The Little Theatre will screen *The Triplets of Belleville* on Wednesday, May 13 at 7pm.

Rochester Contemporary Art Center (RoCo) is a venue for the exchange of ideas and a not-for-profit 501(c)(3) that was founded in 1977. As a center for thoughtful contemporary art, RoCo provides unique encounters for audiences and extraordinary opportunities for artists.