



## Rochester Contemporary Art Center

137 East Avenue  
Rochester, NY 14604  
585.461.2222

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



## NEWS RELEASE

for more information contact:  
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**12/23/09 Rochester Contemporary Art Center's 19th Annual Members Exhibition and Celebration is a huge success!** Over 900 people attended the First Friday Preview Night and Opening Reception. More than 21 artworks have sold in just the first three weeks. Don't miss the biggest and best Member's Exhibition yet!

Each year Rochester Contemporary Art Center (RoCo) celebrates local artists by welcoming all current members to show their artwork. **RoCo's membership has grown to nearly 600** and consists of some of the most skilled and accomplished artists in the region. The exhibition provides a diverse snapshot of local art and creative production while also featuring a few international member artists. RoCo's successful 2008-2009 Members Exhibition featured more than 190 artists and nearly 700 people attended the opening reception. For the 2009-2010 Members Exhibition RoCo's staff was faced with the challenge of fitting more than 250 artworks into the Gallery. This year's Members Exhibition was expanded to include the art exhibition at RoCo's 137 East Ave Gallery, Performance Art Night at MuCCC and a benefit concert by renowned Violist John Graham.

**In an exciting new effort** to support local artists by encouraging the buying and collecting of their artwork, a members only preview night was held December 4th 5-6pm during which all artworks were on sale for 20% off. Twelve artworks sold the first hour of the exhibition! Numerous cash prizes and purchase awards were given to artworks in the exhibition including a \$400 cash award and the new interactive "members choice" award, the results of which evolve each day the exhibition is open.

The Rochester Contemporary Art Center (RoCo) and Multi-Use Community Cultural Center (MuCCC) hosted a collaborative Performance Art Night associated with RoCo's Members Exhibition. On Wednesday, December 9th, performance artist members of RoCo performed at MuCCC. The roster for this evening included performance artists, noise music performers, avant-garde theater performers, and video documentation of performance art projects that have occurred elsewhere. Performers competed for several substantial awards, including a \$500 cash award, given by a professional jury to "The Bloody Noes" and "Michelle Harris."

**John Graham, world renowned violist**, gave three sold-out performances (December 10, 11, and 12) to benefit RoCo. Only 50 tickets were available for each night.

For more information about the 19th Annual Members Exhibition and Celebration, including a full list of participating artists, award winners and photos of the exhibition, please contact Bleu Cease, Executive Director (585 461 2222) or visit the website at [www.rochestercontemporary.org](http://www.rochestercontemporary.org).

Exhibition Dates: December 5 - January 17, 2010

Members Preview: Dec. 4, 5-6pm (20% off all sales)

Public Preview (First Friday): Dec. 5, 6-10pm

Opening Reception: December 5, 6-10 pm

Performance Art Night at MuCCC: December 9, 7-10pm

John Graham: Three Night Stand for RoCo Benefit Concert: Dec. 10, 11, & 12 @ 8pm

*Rochester Contemporary Art Center is a venue for the exchange of ideas. As a center for thoughtful contemporary art we provide unique encounters for audiences and extraordinary opportunities for artists.*

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