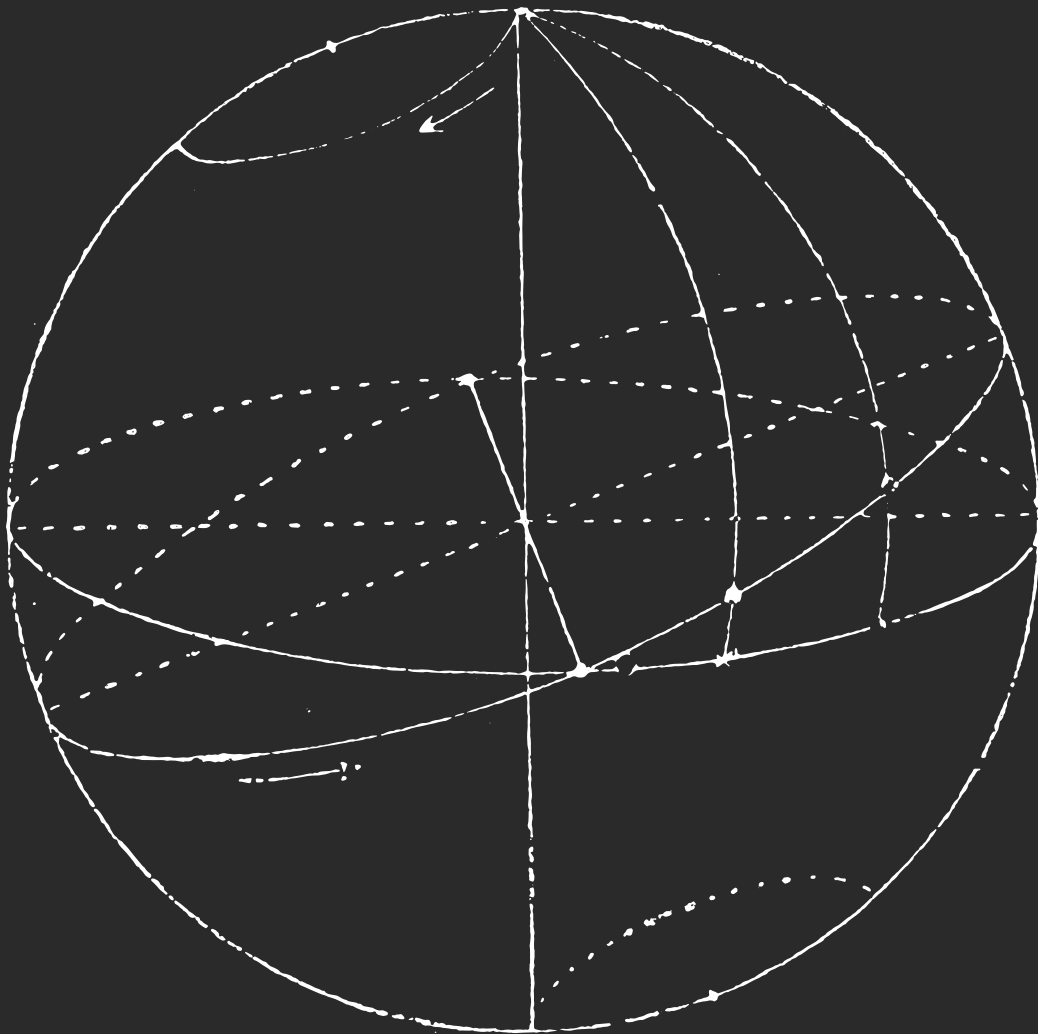
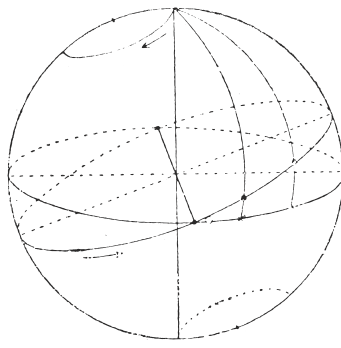


# COORDINATES '22



## ICE PAC

38.56858818026328, -121.48851783164906



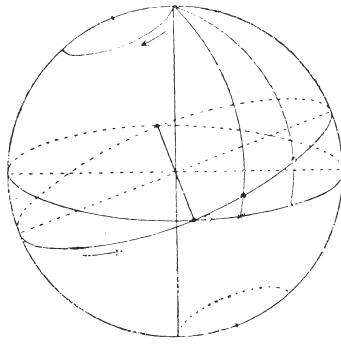
# STATEMENT

**Coordinates** are site-specific transitory exhibitions that bring attendees outside of the art world's traditional white cube institutions by using vacant and underutilized spaces for creative inquiry.

**Coordinates: ICE PAC** features installations from the Sacramento region's most influential and celebrated artists. Situated in the former PACSAT satellite news broadcast headquarters, this immersive art experience will be open to the public for a limited time before the building is demolished for new development on the land.

# OUR MISSION

During an era of urban development in Sacramento, this project aims to reclaim the use of land and space for artistic activation. Over fifty artists are selected and given one month to transform the .73 acre lot and push the boundaries of material and concept. **Coordinates: Ice Pac** will be further evidence that Sacramento's creative community is worthy of investment!



# CURATORIAL TEAM

**Faith J. Mckinnie** is an independent curator. Her curatorial practice is rooted in the care and prioritization of artists from the margins. Faith has over 10 years of leadership in art institutions such as the Crocker Art Museum, Sacramento Theatre Company, Bigger Than Us Arts, Sojourner Truth African Heritage Museum and is the founding director of the Black Artists Foundry. Faith has independently curated projects for the City of Sacramento, California Governor Gavin Newson, Sacramento Kings, Axis Gallery, Pence Gallery, and several other public and private institutions.

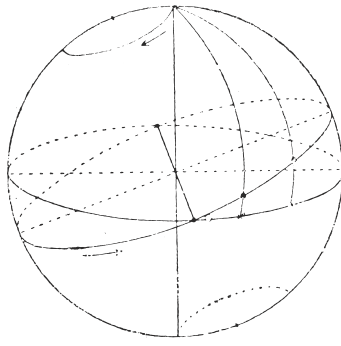
**Molly Stroud** is the owner of EDGE Art Advisory, an art consulting and curatorial services firm that works with arts organizations, developers, businesses and individuals to build thoughtful and sustainable collections and entities with clients including Raley's, Sutter Capital Group and Beatnik Studios. Molly holds an undergraduate degree in Art History from Hunter College, New York and a masters degree in Contemporary Art & Theory from the Sotheby's Institute, London. With over 15 years of arts experience across New York, London, San Francisco and Sacramento, past projects include curatorial manager on Jim Campbell's "Day for Night" light sculpture atop San Francisco's Salesforce Tower, art advisor for Yerba Buena Alliance's public art commissions and programming director for the San Francisco Art Dealers Association.

**Liv Moe** is an artist, curator, writer, and arts administrator. She is the Founding Director of Verge Center for the Arts, a contemporary art center and artist residency in Sacramento, California. Since 2008, Moe has organized and collaborated on over 40 exhibitions working with artists and curators that include, the Guerrilla Girls, Art F City's Paddy Johnson, Stephen Kaltenbach, Robert Nickas, Morehshin Allahyari, and The Pit's Adam Miller. Verge's programs have been featured in national publications which include Art in America, Vice, ARTnews, Hyperallergic, Art Forum, and Art F City. In addition to her work at Verge, Moe is currently working on a collection of essays.

**Genesis Torres**, who goes by the pseudonym "the Mayor", is an artist and curator that has worked with many Sacramento communities and institutions, such as, the California Society of Printmakers, Myrtle Press at the Verge Center of the Arts, I.M.P.A.C.T, Peach House Presents, Dwellpoint, Northern California Arts, Inc and Sacramento State University. His work has been archived by private collectors, the Bancroft Library, Crocker Art Museum, Mayor's Office of Civic Engagement, Sacramento State and has a curator residency at Faith J. McKinnie Gallery.

# PARTICIPATING ARTISTS

ANDY CUNNINGHAM  
CHAITRA BANGALORE  
CHILD OF HELMUTH  
ELISE WEBER  
EMBER DE BOER  
ESTHER MARIE HALL  
DAN TRAN  
GIOIA FONDA  
JAKE CASTRO  
JESSICA WIMBLEY  
JIAYI YOUNG  
JODI CONNELLY  
JOHA HARRISON  
JOSE DI GREGORIO  
JULIA COUZENS  
KEIA KODAMA  
KIMBERLY GARZA  
LAURELIN GILMORE  
LILY MOTT  
MARIA MARISCAL  
THE MAYOR  
MUZI LI ROWE  
RIGO THE ARTIST  
ROBIN HILL  
SUMMER VENTIS  
ULI SMITH  
VINCENT PACHECO  
+ MORE



# SPONSORSHIP OPPORTUNITIES

Your sponsorship directly supports Sacramento's creative economy by helping provide invaluable opportunities for artistic experimentation, innovation and community engagement. More specifically, your donation will be used to fund stipends that each Artist receives for participation in the exhibition, artwork installation materials, production staffing and security. Beyond the direct impact your sponsorship will aid to the project, this exhibition is forecasted to draw 2,000+ people into Midtown's R Street Corridor district driving foot traffic to the surrounding businesses.

## **Presenting Sponsor: Lead Exhibition Partner \$5,000**

- Company logo on website landing page and acknowledgement of principal exhibition partnership on website sponsorship page
- Two stadium banners with company logo prominently displayed on exhibition building facade
- Company logo on the Title page of the exhibition catalog and a full page ad
- Admission to the VIP reception for 10 guests
- Private curator-led tour of the exhibition for up to 10 people
- 4 special edition Coordinates: Ice Pac T-Shirts
- Exhibition Catalog

## **Patron \$2,500**

- Prominent placement of your company logo on the website sponsorship page and promotional materials
- Full page ad in the exhibition catalog
- Dedicated stadium banner on building exterior facing 17th Street
- Admission to the VIP reception for 8 guests
- Private curator-led tour of the exhibition for up to 8 people
- 2 special edition Coordinates: Ice Pac T-Shirts
- Exhibition Catalog

### **Sponsor a Room \$1,000**

- Customized plaque with your company name and logo prominently displayed outside the sponsored room
- Your company logo on the website sponsorship page and promotional materials
- Half page ad in the exhibition catalog
- Admission to VIP private reception for 6 guests
- 2 special Edition Coordinates: Ice Pac T-Shirts
- Exhibition Catalog

### **Sponsor an Alcove \$750**

- Name recognition on the website sponsorship page and promotional materials
- Quarter page ad in the exhibition catalog
- Admission to VIP private reception for 4 guests
- Special Edition Coordinates: Ice Pac T-Shirt
- Exhibition Catalog

### **Friends of ICE PAC \$500**

- Name recognition on the website sponsorship page and partners page of the exhibition catalog
- Admission to VIP private reception for 2 guests
- Special Edition Coordinates: Ice Pac T-Shirt
- Exhibition Catalog

For questions or to secure your sponsorship, please contact:

Molly Stroud

[Info@coordinatesexhibition.com](mailto:Info@coordinatesexhibition.com)

(p) 917-572-6356