

NEWS RELEASE

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San Jose Institute of Contemporary Art's new *On The Road* exhibition at Liquid Agency

SAN JOSE, CA – March 2015 – The San Jose Institute of Contemporary Art (ICA) is pleased to announce a new collaboration in its evolving *On The Road* program – a series of curated exhibitions that are on display in venues throughout the Bay Area. South America-based artist Leyla Cárdenas's *Scarcity* installation is on view through August at "Liquid Space," Liquid Agency's window gallery at 451 South First Street in downtown San Jose.

In November 2014, Leyla Cárdenas presented her first Bay Area exhibition *Scarcity* at the San Jose ICA.

Working much like an archeologist who explores the past through cultural material, Cárdenas creates site-specific installations that attempt to make tangible the history of a city.

After months of researching the history of downtown San Jose and its architecture, Cárdenas worked onsite in the ICA's gallery for two weeks to create the exhibition. The ICA gallery served as a temporary studio where she cast slabs of plaster, onto which she transferred photographic images using a process called *digital fresco*. Like artisans who practiced the ancient art form associated with Italian Renaissance frescos and Byzantine religious wall paintings, Cárdenas employs the latest technology to create her own modern-day mural.

Culling images from local city and library archives as well as her own photographs, Cárdenas selected ones that depicted iconic downtown San Jose buildings that in the past held distinct cultural or historical significance for the community. Some of the sites still exist such as the California Theatre

located on South First Street and the Bank of America building, one of the oldest skyscrapers in Silicon Valley. One image shows the bottom portion of the Electric Light Tower that once straddled the intersection of Santa Clara and Market streets until its collapse in 1915.

ICA Curator Donna Napper states of Cárdenas' work, "Ever since I came across Leyla Cárdenas during her UCLA MFA show, I have been fortunate to watch the artist develop her career beyond her own regional borders. I was not only thrilled for the ICA to feature Cárdenas in her first Northern California solo show, but also for our first solo show by an artist born, raised, and based outside the U.S. Now I'm delighted that the installation has an opportunity for an extended life at Liquid Agency for more people to enjoy."

Cárdenas was born in Bogotá, Colombia. She earned her MFA from UCLA in 2004 and has exhibited her work at international art fairs such as Frieze New York, Art Positions/Art Basel Miami Beach, ARCO Madrid, and ArtBo Bogotá. She has exhibited at Palais de Tokyo in Paris, France; Museo la Tertulia in Cali, Colombia; and Contemporary Art Museum in Raleigh, North Carolina. This year, Cárdenas completed an artist residency at Jan Van Eyck Academie in Maastricht, Netherlands, during which time she had the opportunity to work closely with a professional archaeologist in collaboration with the University of Oxford and the Archaeology Data Service, York in the UK.

"As longtime friends and like-minded culture cultivators, it was simply a matter of time before Liquid and the ICA joined forces to present a tangible expression of our shared vision for developing and enriching San Jose's contemporary art scene," explains Cathy Kimball, ICA Executive Director. "We're thrilled to be a part of this creative collaboration with Liquid and the very talented Leyla Cárdenas, and we hope to keep the momentum going with more *On The Road* installations in the months and years to come."

"Creativity thrives on experimentation and the Liquid Space is an experimental gallery, accessible from the street, that allows Liquid to continuously advocate for creativity and innovation in downtown San Jose," stated Alfredo Muccino, Chief Creative Officer at Liquid Agency. "I'm particularly happy to collaborate with our friends at the ICA and artists, like Ms. Cárdenas, whose installations are inspired by the space."

The Liquid Space was pioneered in San Jose, Liquid Agency's headquarters, and is now opening in Liquid's Portland office located in the Pearl District. Liquid Space showcases the work of multidisciplinary artists and designers and is also used to launch pop-up retail concepts and other inventive projects.

About *On The Road*

In January 2013 the San Jose ICA launched *On The Road*, a satellite exhibition program that seeks to expand the ICA's reach throughout the Bay Area and further its mission to support the region's contemporary art community. Another current *On The Road* exhibition includes selected works by Bay

Area artists Charlotta Hauksdottir, Peter Steinhauer and Theodora Varnay Jones on view in the private lounge The Club at the Mineta San Jose International Airport.

About the San Jose Institute of Contemporary Art (ICA)

The ICA is an energetic art space located in downtown San Jose dedicated to making contemporary art accessible and exciting to audiences of all ages and backgrounds. Exhibitions are presented in three galleries that display the most current, relevant and often challenging art from the region, the nation and the world. The ICA is activated by opening receptions, monthly gallery walks, programming in the front windows, panel discussions, printmaking workshops, brown bag lunches and impromptu conversations in the galleries.

The San Jose ICA gratefully acknowledges support from the Office of Cultural Affairs for the City of San Jose and from Arts Council Silicon Valley, in partnership with the County of Santa Clara and the California Arts Council. The ICA is also supported in part by the National Endowment for the Arts (NEA), Applied Materials Foundation, Adobe Foundation, the David and Lucile Packard Foundation and members of the ICA.

About Liquid Agency

Liquid Agency advances brands and business through Silicon Valley Thinking. With brand at their core, they create holistic brand experiences that help companies create greater value. They work in partnership with their clients in a highly collaborative way – one that favors experimentation, curiosity and big thinking.

Founded in 2000, Liquid has grown to one of the top brand experience agencies rooted in the Silicon Valley. Today, they have US offices in San Jose, San Francisco (coming soon), Portland and New York, and international offices in Nottingham, UK and Santiago, Chile. Liquid is committed to delivering effective brand experiences through their Silicon Valley Thinking approach, and culture of innovation. Their work encompasses brand strategy, brand identity, brand marketing, environmental branding, employee branding, digital branding and brand management. Liquid has helped launch new products and new companies, and helped revitalize existing brands; delivered complete retail merchandising solutions, interactive branding programs, integrated marketing campaigns, and comprehensive environmental branding projects. Liquid's diverse set of global clients includes Adobe, Cisco, Google, HP, Intel, Microsoft, Nike, Sony and Walmart.

Image: Leyla Cárdenas, *Scarcity*, 2014, Mixed media site-specific installation, Courtesy of the Artist and San Jose Institute of Contemporary Art

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