Economic indicators . . . from page 1

Sproul is excited about the response the program has received from artists, patrons and the art community in general. Heather Farrell agreed to host the program at the Art Center, and 337 Project director Adam Price (who has been known to moonlight as an attorney) has provided assistance. The first round of patrons were all invited guests and so far forty pieces from seven different artists have been requested.

Future rounds of the program will be open to the public. Sproul plans to grow the project slowly, adding more artists and participants each round, with the hope that it will occur quarterly (click for more info). "There will also be events related to the mission of the program," he says, "which is to create a more dynamic and engaging experience between contemporary art and the community."

Sproul isn’t the only artist being inventive about how to bring contemporary art to the public. The Red Call Box, a new group project that will premiere later this fall, plans to display contemporary art inside an old British phone box. The idea began about two years ago when Sundance artist Jann Haworth learned of a call box in the UK being used as a local museum. It made her think of the old call box outside The Antique Shop in Salt Lake. The idea sat on her "C" list for a while until she heard the Antique Shop would be moving out. "I thought: A, the price might be low or negotiable and that it might disappear." Artist friend Edie Roberson was excited about the idea and immediately began negotiations to buy the relic. Trent Alvey, another artist, suggested they could pay for the box by offering time-shares to artists. After a few calls, sixteen artists were quickly on board and the call box was purchased.

Buying the box was just the beginning, however. The group, which now numbers twenty and includes painters, filmmakers, writers, actors and sculptors, is busy preparing it for installation. They first moved the 1600 lb behemoth to a warehouse space in Salt Lake’s west side. After stripping off the old paint they have been waiting for most of the summer: by the time it became dry enough to work on it (without fear of rust) the ninety plus degree temperature made the iron box too hot to work on. With a scheduled debut of November, though, the group is planning to get back to work after Labor Day. They first have to weld some cracks, then they will be blasting off the rust and will begin painting it a vibrant red.

The Salt Lake City Library has offered to let the group install the box in the Main Library’s Urban Room, where four to five thousand people could walk by it every day. Haworth describes the project as “the world’s smallest Mini-Multiplex: theatre/Cinema/Gallery and Museum.” In addition to the exhibits by time-share artists, the Red Call Box will be a site for the work of Spy Hop in music and film, showing work by children, teens and young adults. Haworth says the possibilities for its use are endless: “puppet theatre, one minute film fest, radio programs on an installed phone, live drama performances, a luau, Xmas exhibit and Santa, music composed in SL from plug-in ports for i-pods. We hope too to add more artists and participants each round, and to create a more dynamic and engaging experience between contemporary art and the community.”

The recession isn’t having much noticeable impact on the 337 Project, which seems to be charging ahead with its creative plans, the
narrative aspect about them; and Chad Crane is dealing with myths of the west. All very different narratives but that story-telling aspect is central."

Rossiter also notes the amount of work that deals with photography. In addition to Glass's work, there's also Cris Baczek, who Rossiter says "continues to experiment with what exactly constitutes a landscape and what exactly is a photograph." Van Chu will have a large multi-piece abstract work inspired by Chinese landscape painting that employs digital photography, and Mallory Qualls uses photography to create abstract works.

You may recognize many of the artists in 35 x 35 from coverage in 15 Bytes -- Chad Tolley, Zane Lancaster, Chad Crane, Joey Behrens, Cris Baczek, Blue Critchfield, Justin Wheatley and Hadley Rampton have all appeared in the magazine's pages. But there are plenty of new names as well. "I think the exhibit is great for the public, a way for them to get to know some of the artists of the upcoming generation," Dykes says. And Rossiter says the exhibit helps 15 Bytes. "It saves 15 Bytes a lot of time going out looking for new talent. Here we have a bunch of new names we didn't know about before. And now they're in our radar and our writers can keep track of them and see what's going on."

35 x 35 opens at Finch Lane Gallery on September 18th as part of Gallery Stroll. Gallery director Kim Duffin says that this is the first time in 20 years the whole space has been given over to one artist or organization. Works will fill the two upstairs galleries, the Park Gallery below, and may even spill onto the balcony. The curators realize they will have a difficult task ahead of them, fitting over sixty works by thirty-five artists into the space. But that hasn't made them timid. They will be showing a number of large works, some of them seven feet or more. Michael Handley will have videos of his performances at the gallery, but he has also been invited to create a performance for the opening night; and Travis Nikolai will create a site-specific installation.

The show, however, is not only for people looking for works in a contemporary or experimental vein. Landscape works by Hadley Rampton, Aaron Bushnell and Woody Shepherd show a variety of approaches to Utah's favorite genre. "We're not trying to push an agenda of where art should be going," Rossiter says. "We want to say, here's what's going on. We try to reflect that in the pages of our magazine as well."

A second reception for the exhibit will occur on October 16, at which time three juror awards, a Board of Directors award and a People's Choice award will be presented.

35 x 35 is at Finch Lane Gallery September 18 – November 6. Reception September 18, 6 – 9 pm and October 16, 6 – 9 pm.