

PLAINS ART MUSEUM

Plains Art Museum Opens Innovative New Exhibition, *The Other Four*

Press Release

For Immediate Release (June 2019)

Fargo, N.D. – With rare exceptions, art objects are created to be experienced visually. *The Other Four* is an exhibition experience that negates the visually dominant art experience hierarchy by presenting artwork designed specifically to engage the other four senses. *The Other Four* opens on Thursday June 13, 2019, and will be displayed in the William and Anna Jane Schlossman Gallery, located on the Museum's third floor until November 30, 2019.

The Other Four is a truly innovative project and, to the knowledge of its curators, the first of its kind in an art museum anywhere. Visitors to the exhibition will be able to touch the other side of the world, listen to conversations in the walls of the museum, feel and react to life-like cellular signals through handheld mechanical devices, and listen to unique sounds emitted by each planet in our solar system. Guest-Curated by John Schuerman, *The Other Four* captures the spirit of regionally-based avant-garde artists who are experimenting and producing non-visual, sensory art. Artists include Pedram Baldari, David Bowen, Kate Casanova, Irve Dell, Wendy Fernstrum, Alison Hiltner, Nooshin Hakim Javadi, Yevgeniya Kaganovich, Aida Shahghasemi, Ken Steinbach, and Liza Sylvestre.



John Schuerman is an independent curator, self-taught artist, and former gallery director of Instinct Art Gallery in Minneapolis. He received his masters of liberal studies at Hamline University, St. Paul, MN, and has had a successful career as artist and curator since producing exhibitions on topics such as environmentalism, gender perspectives, identity, medication, money, and overpopulation.

Along with the exhibition the museum staff is baking bread at noon on the last Thursday of the months June-November, and hosting a performance, "Eyes Should Be Washed" on Thursday July 25 at 6:00 pm in conjunction with the Museum's Summer Exhibition Reception.

Plains Art Museum is the largest art museum in the Dakotas and Western Minnesota and is general admission free thanks to strong and growing support from over 800 households and businesses. The Museum manages a permanent collection of over 4,000 objects, organizes and presents dozens of annual exhibitions, facilitates public art projects, and leads over 200 educational programs and experiences for all ages each year. The Museum, and its Katherine Kilbourne Burgum Center for Creativity, is located at 704 First Avenue North in downtown Fargo. For more information about visiting or supporting your art museum, visit www.plainsart.org.

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above: Wendy Fernstrum, *Common Scents*

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