

TAKE FIVE

IN ST. CROIX

A Survey of Identity, Race, Gender and Power

In the United States Virgin Islands

ART EXHIBITION AND EDUCATION SERIES

ART INSTALLATION AND PERFORMANCE FESTIVAL DECEMBER 4 – 8, 2016

Take Five Art Exhibition and Education Series features visual and performance works by Rashaad Newsome, Oceana James, Kharis Kennedy, La Vaughn Belle and David Antonio Cruz. These interdisciplinary artists confront the effects and legacy of colonization stemmed from the Trans-Atlantic Slave Trade, through the lenses of gender, race, identity and power.

We will re-invent the concept of a multi-site exhibition for the 21st century, building an educational platform between nature, art, history and community on the beautiful island of St. Croix, US Virgin Islands.



Site-Specific Art Installations & Performances

Curatorial themes explore the intersections of *race, power, gender and identity* politics related specifically to Caribbean history spread over various locations on the island of St. Croix, US Virgin Islands.



Engage with the Community & Learn about St. Croix History and Culture

The aim of this project is to establish an **annual retreat** to St. Croix following Art Basel Miami Beach, attracting a broad international audience engaging with the island's people and shared histories with the U.S., Africa and Europe through the lens of visual and performance platforms.



TARGET AUDIENCE

Outreach

In 2015, Art Basel Miami Beach attracted over 77,000 visitors. With Miami only 1000 miles away from (two hours and thirty five minutes by plane) the island of St. Croix, we will attract a percentage of the patrons from Art Basel Miami Beach through our public relation and marketing efforts. Special events will take place during Art Basel Miami Beach.

We will reach out to the local community and students through our partnership with The Caribbean Museum Center of the Arts and The University of the Virgin Islands.

Social media campaigns will take place on Instagram, Facebook and various media outlets to attract international travelers focused on ecotourism and authentic culturally driven experiences.

Local Community and Art Market Influencers

- Local Community:
- Special Invited Guests and Educators:
- Art Collectors:
- Museum Directors and Curators:
- Journalists:

Source Herrera, Chabei. 2016. Miami is still hot, local tourism bureau says, hits record 15.5 million visitors in 2015. *Miami Herald*, 6 May. Available at: <http://www.miamiherald.com/news/business/tourism-cruises/article76139007.html> (Visited 14 Sep. 2016).

FESTIVAL SCHEDULE

SUN
DEC 4TH Whim Plantation Museum, Frederiksted
Performance by David Antonio Cruz

MON
DEC 5TH University of Virgin Islands, Caribbean Cultural Center, Frederiksted
Performance by Rashaad Newsome

TUE
DEC 6TH Caribbean Museum Center for the Arts, Frederiksted Exhibition
with Performance and Works by Kharis Kennedy

WED
DEC 7TH The House That Freedom Built, Christiansted
Installation and Artist Studio Visit with La Vaughn Belle

THU
DEC 8TH Caribbean Museum Center for the Arts, Frederiksted
Performance by Oceana James at CMCArts



SPECIAL ACTIVITES

Tours with Frandelle Gerard of CHANT, Crucian Heritage and Nature Tourism

Private Studio Tour in Free Gut with Local Artist, La Vaughn Belle

Video Screenings at Fort Christiansted

Photo Booth Style Photography for Community and Patrons

Local Cocktails and Food Tastings in Frederiksted and Christiansted

Music Performances from Local Musicians

Slow Down Dinner at Ridge to Reef Farm in Rainforest



COLLABORATORS

Caribbean Museum Center for the Arts

The Caribbean Museum Center for the Arts (CMCArts) is located in a historic waterfront building in Frederiksted and offers exhibitions, art residencies and workshops. The CMCArts mission is to collect, preserve and exhibit the visual arts of the Caribbean community and to provide an interactive environment that encourages children, youth and adults to explore and learn positive forms of expression. The CMCArts is funded by donations, grants and memberships.



University of the Virgin Islands, Caribbean Culture Center

The University of the Virgin Islands (Frederiksted) is a learning-centered institution dedicated to the success of its students and committed to enhancing the lives of the people of the U.S. Virgin Islands. It serves the wider Caribbean through excellent teaching, innovative research and responsive community services. UVI is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools.

WHY ST. CROIX

A CULTURALLY RICH COMMUNITY OF RESISTANCE



Race

St. Croix was originally known as Ay Ay, with two types of indigenous people: the Caribs, or “Kalina” and Taino. Aggressive colonial rivalry between European nations drastically altered the genetic landscape of the island through forced migrations, enslavement and cultural genocide.



Gender

Gender roles coded and enforced by colonial powers marginalized women and defined them as the “second sex” without access to power. Yet, the bloodiest labour revolt in St. Croix was led by women in Frederiksted, referred to as The Queens of the Fireburn, in October 1878.



Power

The second successful slave revolt following one in Haiti in 1804 took place in St. Croix in 1848. A community of runaway slaves lived in a perpetual state of war on the northwest corner of the island. Colonial powers systematically abused and depleted the island’s rich natural resources, specifically burning large tracts to make way for sugar plantations.



Identity

St. Croix was bought and sold seven times before being purchased by the United States in 1917. The island was occupied by the Spanish, Dutch, English, French, Kings of Malta and Denmark.

ST. CROIX TODAY



Race

The island's diverse ethnography consists of mixed bloodlines of West African, Puerto Rican and European ancestry.



Power

The island's resources are still at risk, but local farmers continue to work towards restoring the agricultural industry. The closure of a major oil refinery in 2012 devastated the island's environmental and economic landscape; accidental oil spills and mishandling of toxic byproducts caused significant damage.



Poverty

In 2012, about 23.2% of the USVI population was living in poverty. The national poverty rate that year was 15%. Among the US Virgin Islands, St. Croix's poverty rate was 26.3%, St. Thomas was 20.9%, and 16.8% for St. John.



Identity

New traditions have developed from the shifts in colonial occupation, from ongoing interactions with Native Americans, Africans and Europeans.

IMPACT

PROMOTIONAL AND ECONOMICAL



Media
Interest

MUSEUM OF MODERN ART
WHITNEY MUSEUM OF
AMERICAN ART
STUDIO MUSEUM OF HARLEM
GUGGENHEIM MUSEUM
METROPOLITAN MUSEUM
SCULPTURE CENTER
MOMA PS1

PULSE MIAMI
NADA MIAMI
ART BASEL MIAMI BEACH
RED BULL STUDIOS, NY
COLUMBIA RECORDS
EPIC RECORDS
ART AT VIACOM
MTV RE: DEFINE

Cross Promotional
Partners

NEW YORK TIMES
NEW YORK MAGAZINE
GUARDIAN
HUFFINGTON POST
VOGUE
ELLE
W MAGAZINE
VICE
INTERVIEW
I-D

V MAGAZINE
WHITEWALL
PAPER
COMPLEX
VILLAGE VOICE
GQ
ART IN AMERICA
ARTFORUM
ARTNET
HYPERALLERGIC



ECONOMIC IMPACT



The NPS Report

In 2014, 671,582 visitors to the St. Croix National Scenic Riverway spent an estimated \$27,645,600 in communities surrounding the park areas. That spending supported 439 jobs in the local area and had a cumulative benefit to the local economy of \$37,646,100.



The NEA Report

In the United States, spending by arts-focused audiences on non-admission-related good and services (such as food, lodging and gifts) generated more than \$74.1 billion in annual revenue.



Benefit the Local Community

Our aim is to contribute a sustainable annual revenue stream by creating an event with overnight stays, increasing patronage of local businesses during the off-season.



200 Hotel Rooms (i.e. Carambola): \$200,000 Food & Beverage per person (200): \$200,000
Transportation Costs (Taxis, Shuttles): \$50,000 Recreational Activities : \$50,000
Total: \$500,000

Sources National Park Association. 2014. Annual Report 2014. Retrieved from <https://www.nps.gov/sacn/learn/news/newsarchive.htm> (Visited 14 Sep. 2016).
National Endowment for the Arts. 2012. Annual Report 2012. Retrieved from <https://www.arts.gov/news/2013/national-endowment-arts-presents-highlights-2012-survey-public-participation-arts> (Visited 14 Sep. 2016).

SPONSOR BENEFITS



Presenting Sponsor
\$200,000

- Headline listing and logo/marketing imagery on all press materials and signage
- Presenting Sponsor of 4 Events of Choice (subject to availability)
- Spoken introduction at all
- Premium Product Placement
- Screening introductions
- Full-page color ad in Festival Program
- Ten (10) All-Inclusive VIP Invitations



Title Sponsor
\$100,000

- Title Sponsor for 2 Events of Choice (subject to availability)
- Premium Product Placement
- Inclusion of logo/marketing imagery on all press materials and signage
- Full-page color ad in Festival Program
- Six (6) All-Inclusive VIP Invitations



Major Sponsor
\$75,000

- Major sponsor of 2 Events of Choice (subject to availability)
- Inclusion of logo/marketing imagery on all press materials and signage
- Half-page color ad in Festival Program
- Four (4) All-Inclusive VIP Invitations



Supporting Sponsor
\$50,000

- Sponsor of 1 Event of Choice (subject to availability)
- Inclusion of logo/marketing imagery on all press materials and signage
- Quarter-page ad in Festival Program
- Two (2) All-Inclusive VIP Invitations

Additional Sponsorship Levels are Available Upon Request
Please Contact Alaina Simone Enterprises for Further Information

ARTISTS

OVERVIEW



Rashaad Newsome

INTERDISCIPLINARY ARTIST

Rashaad Newsome (b. New Orleans, LA, 1979) received his BFA from Tulane University in 2001. Solo exhibitions of Newsome's work have been held at the Studio Museum of Harlem (New York), the Contemporary Arts Center in New Orleans, the Savannah College of Art & Design (SCAD), the New Orleans Museum of Art, the Wadsworth Atheneum Museum of Art (Hartford, CT), and The Drawing Center (New York). He participated in the 2010 edition of the Whitney Biennial and the 2011 edition of the Venice Biennale in association with Garage Projects. Newsome has participated in group exhibitions at the Brooklyn Museum (New York), the Centre Georges Pompidou (Paris), The Moving Museum (Dubai, UAE), the San Francisco Museum of Modern Art (SFMOMA), the Garage Center for Contemporary Art (Moscow) and MoMA P.S.1 (New York). His work is held in the permanent collections of SFMoMA, the Whitney Museum of American Art and the Brooklyn Museum. He was the recipient of the 2012 Louis Comfort Tiffany Foundation Award, the 2010 Urban Artist Initiative Individual Artist Grant (UAI, New York), the 2009 Rema Hort Mann Foundation Visual Arts Grant (New York), and the BAC Community Arts Regrant (New York) that same year. Newsome lives and works in New York.





Oceana James

INTERDISCIPLINARY ARTIST

Oceana James (b. St. Croix, USVI) is an interdisciplinary artist. Her work retells and re-imagines her Caribbean roots and American experiences. It comments on the socio-political, cultural & economic realities of people of African descent. Her research is centered on epigenetics, the biology and mythology of trees, the intersection of science and religion; and the use of the body to embody and then exorcise traumas of the Trans-Atlantic slave trade. Oceana has a MFA in theatre from Sarah Lawrence College (Bronxville, NY) and a Bachelor of Arts (BA, magna cum laude) in English Literature from the University of the Virgin Islands (St. Croix, USVI). She recently completed a writing intensive at the Obie-Award winning JACK (Brooklyn, NY). Her recent solo piece *For Gowie: The Deceitful Fellow* was performed at Dixon Place (New York). Additionally, James is performing and serving as a consultant for Sibyl Kempson's project *12 Shouts to the Ten Forgotten Heavens* at The Whitney Museum (New York). James has worked with The Caribbean Community Theatre; Moving Women Ensemble Theatre; Per Ankh Inc.; St. Croix Sankofa for the Cultural Arts to name a few. She lives and works in Long Island, New York.

La Vaughn Belle

INTERDISCIPLINARY ARTIST

La Vaughn Belle (b. Trinidad, 1974) and her family relocated to the U.S. Virgin Islands the year of her birth. She received her BA and MA from Columbia University and her MFA from the Instituto Superior de Arte, Havana. Her work has evolved from figurative and symbolic explorations in painting to various mediums including video, performance, installation and public intervention projects. Her work responds to questions surrounding the complex colonial histories surrounding the Virgin Islands, both in its past relationship to Denmark and its current one with the U.S. Her work has been exhibited at venues in the Caribbean, Europe and the U.S., and has participated in the Havana Biennial and the exhibition Caribbean: Crossroads of the World at the El Museo del Barrio, New York. Belle lives and works in St. Croix, USVI..





Kharis Kennedy

INTERDISCIPLINARY ARTIST

Kharis Kennedy (b. Harbor City, CA, 1976) received her BFA in Painting and Drawing as well as a BA in Art History from the University of Washington (Seattle). Solo exhibitions of Kennedy's work have appeared in New York and Seattle. In 2008, Kennedy was the recipient of the A.I.R. Gallery Fellowship, a non-profit space for women artists based in Brooklyn. Recent group exhibitions in New York have been staged at Trestle Gallery (Brooklyn, NY) and Life on Mars Gallery (Brooklyn, NY). Kennedy lives and works in St. Croix in the U.S. Virgin Islands.

David Antonio Cruz

INTERDISCIPLINARY ARTIST

David Antonio Cruz (b. Philadelphia, PA, 1974) received his BFA from Pratt University in 1998 and his MFA in Painting from Yale University in 2009. His work has been featured in group exhibitions at the National Portrait Gallery of the Smithsonian Institution (Washington, D.C.), The Bronx Museum and El Museo del Barrio in New York. Cruz's work was most recently featured in the exhibition Figure and Form: Recent Acquisitions to the Permanent Collection at El Museo del Barrio. Cruz lives and works in New York.



TEAM

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