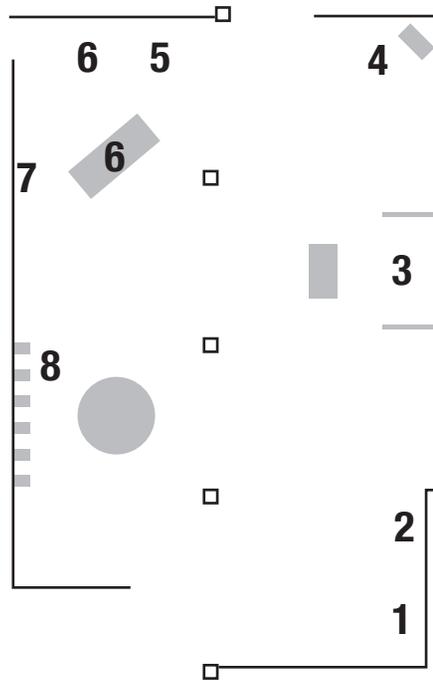


THE CLEVELAND CONVENTION AND VISITORS BUREAU

May 11 – July 13, 2012



OBJECT CHECKLIST



1. **Reed Anderson**
Entry in SPACES' Cleveland Postcard Design Competition.
2. **Mason Milani**
Winner in SPACES' Cleveland Postcard Design Competition.
3. **Temporary Travel Office**
Right to the Riparian City, 2012
booklets, desk, vinyl flags, flags, map, adhesive notes
Note: Please feel free to take a booklet and flag.
4. **Alison Pebworth**
Beautiful Possibility Tour, 2012
postcards from nation-tour, digital images of paintings, website
5. **Tom Szarody**
Winner in SPACES' Cleveland Postcard Design Competition.
5. **CLE Colectiv**
Winner in SPACES' Cleveland Postcard Design Competition.
6. **Cleveland Urban Design Collaborative**
Future Attractions of Cleveland, 2012
pop-up paper on Foamcor
7. **Sara Hoover**
Winner in SPACES' Cleveland Postcard Design Competition.
8. **The Think Tank That Has Yet to Be Named**
In a State Far From Equilibrium,
laser-cut wood, table, digital images

TOUR DE CLE

Tourism—temporary travel from place to place—has its root in early religious pilgrimages. Soon, it was fashionable for young European aristocrats to take more secular pilgrimages as a capstone of their education. Named The Grand Tour, these cultural outings of Europe would take a few months or a few years, and the young noble was expected to return with trinkets and an appreciation of the cultural masterpieces he encountered.

The same sentiment carried forward into the Industrial Revolution as the owners and managers carved out space in the middle class and began using their new leisure time to travel. As technology improved, travel became more affordable by train, boat, car, and plane.

Now, many people travel for business, leisure, or recreation. There are even niche genres of tourism called Adjectival Tourism that includes ecotourism, LGBT tourism, war tourism, and others. This brand of travel deals with particular themes and reasons for visiting particular locations.

Cleveland is not often thought of as a tourist destination. There are key destinations that entice people from outside the region. The Rock and Roll Hall of Fame, the Cleveland Museum of Art, our sports teams and Lake Erie are all draws, but what can cause them to linger? In an age when tourism is big business that drives regional money through hotels, transportation, food, cultural attractions, and historical attractions, what is Cleveland's claim?

The Cleveland Convention and Visitors Bureau seeks to engage the idea of tourism through the lens of a city that is not a traditional tourist destination. Participating artists engage Cleveland as a subject and medium in both critical and laudatory ways—showing that the city is singular and generic, foreign and familiar, and how that plays into notions of nostalgia, pilgrimage, place, history, community, displacement, commerce, and attraction.

The first gallery space is the Visitors Center, welcoming pilgrims to SPACES and Cleveland. The Center provides a

Tea Room replete with refreshments and hot beverages. Brochures and postcards from some of Cleveland's more fun and funky offerings are available to guide people around the city in new ways. Cleveland residents may leave their memories of their favorite places on a large map, thereby personalizing the experience of tourists who are new to the city. The offerings from our Cleveland Postcard Design Competition are also on display and for sale to mark your visit to SPACES and Cleveland.

Further into the gallery, artists projects take on the conventions of Cleveland and tourism in various ways in the Convention Bureau:

The artist collective **Cleveland SGS** unleashed a "synchronized awareness campaign" on the city, a set of carefully crafted advertisements meant to draw travelers to their installation at SPACES, *Essence Unique Shrine and Showroom*. The shrine pulls from the visual language of storefront spiritualists, dream books, tourist brochures, and the symbolic possibilities of parlor games,

to delve into traditions of spiritual tourism in Cleveland. Visitors are invited to immerse themselves in the sensory chaos of a spiritual destination devoted to the vagaries of chance, faith, and gambling all at once. SGS dedicates this shrine to Rev. True, Cleveland's forgotten Master Specialist, who knows the score when it comes to calculating the odds from the mystical implications of games and luck.

The Cleveland Urban Design

Collaborative (CUDC) highlights many of the places in Cleveland that could become major tourist destinations, but aren't destinations just yet. The CUDC's contribution is a model depicting tourist destinations of the future—some very plausible and others that are more hypothetical. In conjunction, the CUDC is organizing a tour to these future tourist spots on June 28, at 6:00 p.m.

Alison Pebworth's *Beautiful Possibility Tour* explores American culture through its lost and obscured histories. The prototypes of early American Traveling shows inform a social practice that takes her on the road with a ten-month

traveling exhibition. As she tours across the country, venues for the exhibition serve as headquarters for assimilating local research and engaging the public in interactive projects that, in turn, inform her studio practice. Alison brings her show to SPACES in June, but she has mailed postcards to SPACES from her cross-country trip. These postcards are included in this exhibit.

Beautiful Possibility will be featured at the Loren Naji Studio Gallery at 2138 West 25th St., 12:00 – 6:00 pm on Fridays and Saturdays in the month of June, and at the West Side Market, Friday, June 22 and Saturday, June 23, from 10:00 am-6:00 pm.

Pebworth's opening reception will be held at the Loren Naji Studio Gallery, Friday, June 1, from 5:30 pm-12:00 am.

Temporary Travel Office's *Right to the Riparian City* addresses Doan Brook, a waterway that flows from Shaker Heights, through Cleveland and into Lake Erie. This project proposes that the boundaries of the Doan Brook Watershed be recognized as both a

political and ecological territory. The Travel Office produced visual markers of the Watershed's boundaries and documents that position visitors and residents in relation to the Watershed.

The Think Tank That Has Yet to Be Named adapts the ecological model of forest succession in order to explore the ways in which cities change over time through a cyclical process of growth, stagnation, disaster, abandonment and revitalization. Visitors to the project are invited to play with a physical manifestation of the urban succession model and consider their own city and neighborhoods in light of this analytical framework.

The Cleveland Convention and Visitors Bureau invites you to Cleveland, to SPACES and to rethink your summer travels.

ARTIST BIOS

Cleveland SGS is a homegrown group of street archivists and artists who, since 2006, have investigated the hidden meaning of Cleveland's commercial narrative, one block at a time. From pawnshops to carryout, hair care to daycare, and back alleys to bar stools, SGS has painstakingly chronicled the homemade imagery that makes up so much of Cleveland's landscape. Drawing heavily on the stories, images and visual vernacular they unearth in their travels across the city, SGS produces video, paintings, installations and signage deeply entwined with the city's pulse. Visit <http://www.clevelandsgs.com> for more info. To view Cleveland SGS's photostream, visit: <http://www.flickr.com/photos/modestospeed/>

The Cleveland Urban Design Collaborative (CUDC) is the combined home of the urban design graduate program at Kent State University and the public service activities of the College of Architecture and Environmental Design.

The graduate program offers a professional degree in architecture with a focus on urban design, as well as a Master of Urban Design degree for students with a prior professional qualification in a design discipline. Certificate programs are also available.

The CUDC's professional staff of designers are committed to improving the quality of urban spaces through technical design assistance, research and advocacy. Supported by the Ohio Board of Regents' Urban University Program, the university and private philanthropy, the CUDC offers architectural and urban design expertise in the service of urban communities, design professionals, and non-profit and academic partners in Cleveland and Northeast Ohio.

San Francisco-based artist **Alison Pebworth** has been making "street side" projects locally and nationally since 2004, under the rubric of The Roadside Show & Tell, a series of interactive nomadic projects created in the spirit of the 19th century American traveling show. In 2006, she traveled cross-country for eight months

developing Looking for Lost America, a research project of The Roadside Show & Tell. This trip laid the foundation for *Beautiful Possibility*, her current traveling exhibition and research project that self-tours across the northern United States and southern Canada in 2010 and 2012. The Center for Cultural Innovation has supported the Beautiful Possibility project through Planning, Implementation, and Artistic Innovation Grants (2007-2010). Southern Exposure in San Francisco launched the Beautiful Possibility Project with an exhibition, catalog and essay by Rebecca Solnit. Alison's work is included in Creative Time's, Living as Form Archive, a survey of the last twenty years of socially engaged art (2011).

Temporary Travel Office produces a variety of services relating to tourism and technology, aimed at exploring the non-rational connections existing between public and private spaces.

The Travel Office's mission is to investigate the potential of tourism as a critical activity, i.e. one able to generate imaginative and analytical perspectives on our surroundings.

Towards these ends, The Travel Office produces guided, and self-guided tours as well as research documents and proposals for rethinking monuments and parks.

The Think Tank That Has Yet to Be Named initiates conversations, research, performative actions, and educational projects that interrogate contemporary issues in the places where we encounter them. The Think Tank is comprised of several Departments, each led by a single Director. Directors are both autonomous agents and cooperative collaborators. The Think Tank has no members, only directors; it is malleable, open, networked, and participatory. The declaration of a directorship in a Department amounts to a statement of that individual's bias and agenda. Nothing is more offensive to the Think Tank than the pretense of neutrality.

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Temporary Travel Office expresses its gratitude to Victoria Mills of the DoanBrook Watershed Partnership, Julie Patton and Let it Bee Garden, and Mission Press (Chicago).

Beer for the opening reception was graciously provided by Black Box Brewing Company.



The R&D (Research & Development) program invites artists, curators and other cultural producers to articulate their research and development of ideas and objects through a supported exhibition or project. These exhibitions and projects may be group, solo, or collaborative endeavors.



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