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For Immediate Release

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CELEBRATE THE REVOLVING MUSEUM'S 20 YEAR ANNIVERSARY WITH ITS NEW EXHIBITION "FREE WHEELIN': THE ART OF ROLLING"!

Guest Curators:

Rebecca Hoffberger, Founder/Director of the American Visionary Art Museum, Baltimore
and
Doreen Manning, Founder/Editor of the Middlesex Beat

Exhibition on View: October 17, 2004 – February 12, 2005

Opening Celebration & Benefit: Saturday October 16, 2004, 6-9 p.m.

Art Cart Carnival at Lowell's City of Lights Parade: November 27, 2004

LOWELL, MA – Come experience the most extraordinary mobile art ever assembled in New England! Imagine over 100 art mobiles of all shapes, sizes, and mediums parked on walls, ceilings, and floors making your head spin with a creative traffic jam. Cars with rolling pins for wheels, skateboards with outrageous artwork, transformed shopping carts and baby carriages, strange tanks, and other one-of-a-kind vehicles plus SPOOL 500 award winners.

Join us in exploring a gallery transformed into a giant road map environment of art and creativity, featuring a journey into the museum's 20-year adventure. Trace the evolution from 1984, when founder Jerry Beck opened the Revolving Museum with *The Little Train That Could...Show*, an installation in 12 abandoned railroad cars. This show marked the beginning of the museum's development as a nomadic artists' collaborative focused on the transformation of public spaces into inventive community arts projects. Follow the road up through 2004 as we settle in historic downtown Lowell, MA as an artist-run, non-profit organization dedicated to innovation in creating public art projects, exhibitions, and educational programs that invite collaboration among artists, youth and community members of all backgrounds, ages and abilities. The Museum is contributing to the city's extraordinary rebirth, presenting public art all over Lowell's downtown, and offering art-making workshops throughout the region.

Visitors will have the opportunity to view the Spool 500 award winners selected during the Lowell Folk Festival. More than 500 youth and families participated in this exciting project. The top 100 cars will be on display ranging from simple to elaborate, wind-driven to motorized; the cars provide a snapshot of youthful imagination. They include: a mobile of origami flying cranes; a large meatball on a fork at a picnic; a rocket with a spinning propeller; a scene of a man fishing; a sculpture of bent forks, spoons and dominoes, and more. The cars roll on antique and modern thread spools, in homage to Lowell's textile-making legacy.

Learn about our curators:

Rebecca Hoffberger is the Founder/Director of the American Visionary Art Museum in Baltimore, MD, a national and international museum and education center showcasing intuitive self taught artistry. The museum opened in 1995 to great critical acclaim, and was recently voted one of the top 3 museums in America by Time Magazine. <http://www.avam.org>

Doreen Manning is the Publisher/Founder of The Middlesex Beat, an art & entertainment publication serving Middlesex County, MA. In 1999 Doreen moved from Boston to Shirley and was amazed at the amount of creative energy and events going on in the smaller towns, but discouraged that there was not one publication linking it all together. With a background in writing and editing, experience at local newspapers such as The Boston Phoenix and The Boston Globe, she decided to undertake the task herself - launching The Middlesex Beat in October 1999. Since then, The Middlesex Beat has grown to distribute almost 15,000 issues in 55 towns each month. She has also launched a countywide open studio event held each October, where artists throughout the county can open the doors to their studio for one full weekend, creating a road trip of art. <http://www.middlesexbeat.com>

Visitors can reach the Museum easily by car or train, just 45 minutes from downtown Boston.

Sponsored in part by The Middlesex Beat and the many Revolving Museum members and friends

*** * * PHOTOS AVAILABLE UPON REQUEST AND ONLINE AT
WWW.REVOLVINGMUSEUM.ORG * * ***

ABOUT THE REVOLVING MUSEUM:

The Revolving Museum is an artist-run, non-profit organization. It is dedicated to creating innovative public art projects, exhibitions, and educational programs that invite collaboration among artists, youth and community members of all backgrounds, ages and abilities. For nearly 20 years, the Museum was based in Boston; in 2002, it moved to downtown Lowell, where it contributes to the city's extraordinary rebirth. The Museum features a main gallery space and art garden, with experimental presentation space, workshop areas, and artist studios next door. It presents public art all over Lowell's downtown and workshops throughout the region. The Museum's public hours are Thursday-Sunday, Noon – 4pm. Gallery admission is \$3; \$2 for Students/Seniors, and Members/children under 5 are free. Outdoor public art can be enjoyed at any time, for free. From Boston, the Museum is only 45 minutes by car or North Station train. **For more information, please call (978) YES.ARTS (978.937.2787) or visit www.revolvingmuseum.org**