



CONTACT:

Chris Clemens

FG Creative

(760) 773-1707

[chris@fgcreative.com](mailto:chris@fgcreative.com)

**Palm Springs Art Museum in Palm Desert, The Galen and the Faye Sarkowsky Sculpture Garden Selected as Activation Site for *The Manifest Destiny Billboard Project***

**PALM DESERT, California (March 25, 2015)** – Palm Springs Art Museum in Palm Desert, The Galen and the Faye Sarkowsky Sculpture Garden is pleased to announce its role as an activation site for the launch of Los Angeles-based artist Zoe Crosher's chapter of *The Manifest Destiny Billboard Project* on Interstate 10. Crosher's billboards, titled *LA-LIKE: Shangri LA'd*, form the ninth chapter of the Los Angeles Nomadic Division's (LAND) cross-country billboard art program. To celebrate the billboard unveiling in April 2015 on Interstate 10 heading west from Desert Center into Riverside County, the museum has commissioned a living floral wall that parallels Crosher's billboards and there will also be a sound performance by Scott Benzel, a project hub, and an artist talk.

*The Manifest Destiny Billboard Project* is a series of artist-produced billboards and activations that will unfold along Interstate 10 Freeway from Florida to California through spring 2015. The project was conceived by Crosher and is co-curated by the artist and LAND's Director and Curator, Shamim M. Momin. Using the concept of Manifest Destiny - America's territorial expansion across North America - the artists explore this problematic and layered history.

Crosher's chapter, entitled *LA-LIKE: Shangri-LA'd*, was created by staging a lush landscape in Los Angeles. She photographed the entropic installation onsite to track its transforming and decaying façade. This wall of flora embodied the fantasy of Los Angeles and the promise of the western ideal. As the billboards unfold over space and time traveling west along Interstate 10 toward the Palm Springs area, the lush green foliage—symbolic of the promise of abundance—is in stark contrast to the barren desert landscape, and becomes increasingly withered and brown. The falsity of the romanticized notion of Manifest Destiny appears in her billboards as the promise of riches slowly degrades, just as the intangible American Dream can also slip away.

The launch of these billboards is presented in conjunction with Crosher's installation at Palm Springs Art Museum in Palm Desert. The installation, titled

*Expanded LA-LIKE: The Actual Shangri-LA'd Disappearing Wall*, includes various activations and events taking place during the opening weekend celebration in Palm Desert and Desert Center on April 3 and 4, 2015. A new version of the flora wall as depicted on Crosher's billboards will be installed on the museum's grounds in collaboration with Palm Desert floral artist Briana Burt of Eventscape. The wall will be unveiled to the public on April 1, and will degrade over time.

In addition, Palm Springs Art Museum in Palm Desert has commissioned Scott Benzel's *Desert Center (Composition I-10, Mvmt IV: Dusk)*, a sound composition designed to respond to the traffic patterns and harmonics of the Interstate 10 freeway. The first iteration of the performance takes place in the Faye Sarkowsky Sculpture Garden during *1<sup>st</sup> Friday at The Galen* from 7:30 to 9 p.m. on Friday, April 3. The second performance will take place at the site it was originally conceived for, a remote palm tree-studded location in Desert Center, at dusk on Saturday, April 4.

As part of its Earth Day Celebration, Palm Springs Art Museum in Palm Desert is hosting a talk about *The Manifest Destiny Billboard Project* with Shamim M. Momin, Director and Curator of LAND, on Saturday, April 4 at 11 a.m. Finally, a project room inside the museum will feature documents from Crosher's planning, musical scores from Benzel's commission, maps to locate the sound performance and billboards, and other ephemera.

For more information on these activities, please visit [www.psmuseum.org](http://www.psmuseum.org), or call (760) 346-5600. Palm Springs Art Museum in Palm Desert is located at 72567 Highway 111, Palm Desert, CA 92260.

For more information about the billboards and the Los Angeles Nomadic Division, please visit [www.nomadicdivision.org](http://www.nomadicdivision.org).

### **About Palm Springs Art Museum**

Palm Springs Art Museum is the largest cultural institution in the Coachella Valley and includes three locations in Palm Springs and Palm Desert. The flagship building is located in downtown Palm Springs and features compelling art exhibitions, a vast permanent collection, and the 433-seat Annenberg Theater, all in a 150,000 square foot, architecturally-significant building. Palm Springs Art Museum Architecture and Design Center, Edwards Harris Pavilion features exhibitions and programming that explore the rich topics of architecture and design. Palm Springs Art Museum in Palm Desert is an 8,400 square foot, Silver LEED-certified building named The Galen that presents rotating exhibitions and special collections. It is surrounded by the four-acre Faye Sarkowsky Sculpture Garden featuring important sculpture works. Admission to the Palm Desert location is now free to the public, generously underwritten by Helene V. Galen. For more information, call 760-322-4800, visit [www.psmuseum.org](http://www.psmuseum.org), and follow the museum on Facebook, Twitter and InstaGram.

**About LAND:**

LAND (Los Angeles Nomadic Division) is a non-profit public art organization committed to curating site- and situation-specific contemporary art projects in Los Angeles and beyond. LAND believes that everyone deserves the opportunity to experience innovative contemporary art in their day-to-day lives. In turn, artists deserve the opportunity to realize projects, otherwise unsupported, at unique sites in the public realm.

