

OUR TOWN

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MCASB Honored



MCASB executive director Miki Garcia (left) with Board of Trustees president Jacquelyn Klein-Brown hold their American Alliance of Museums accreditation certificate in front of the museum

The Museum of Contemporary Art Santa Barbara [MCASB] announced it has received accreditation by the American Alliance of Museums [AAM], the highest recognition granted to museums for commitment to excellence, accountability, high professional standards, and continued improvement. This breaking news comes with great pride and many hours of work by the board and staff since securing its status as a non-profit contempo-

rary art museum in 2013.

The AAM, a 45-year-old program, promotes practices that enable museum leaders to make informed decisions, allocate resources wisely, and remain financially and ethically accountable to provide the best possible service to the public. Accreditations have been granted to more than 1,000 of the nation's estimated 35,000 museums.

Fulltime visionary of the AAM accreditation is MCASB Board of Trustees president **Jacquelyn Klein-Brown**, who said, "Since our 2013 Strategic Plan, when we changed our name and mission [from the Contemporary Arts Forum to the MCASB], the MCASB has been working to achieve the goal of Museum Accreditation, and we are proud to be one of only 55 museums in the state of California to be recognized in this way. The MCASB has met the highest museum standards, and our accreditation opens doors for exhibitions in our museum that are traveling throughout the country, as well as have our exhibitions travel to other museums worldwide. We owe this achievement to the staff, volunteers, supporters, and board members who work tirelessly to bring the arts to our community and who uphold a standard of excellence."

MCASB executive director **Miki Garcia**, "In the last 10 years, this institution has experienced tremendous growth and success thanks to the efforts of a committed staff and visionary board of trustees. Accreditation is an important milestone for this organization, signaling a bright future and we are thrilled to be acknowledged in this way by our peers."

Ms. Klein-Brown also announced



The MCASB VIPs posed in front of an Assume Vivid Astro Focus painting, courtesy of Laurie Recodon. [front row seated, from left] Cindy Bermant, Robert Giaimo, board president Jacquelyn Klein-Brown, executive director Miki Garcia, R. Bruce McFadden, Jr., Debby Peterson, and Lea Sindija; [2nd row, from left]: treasurer Mary Lynn Harms-Romo, Laura Macker Johnston, development director Frederick Janka, secretary Laurie Recodon, Nancy Gifford, Jenn Kennedy, and co-vice president Georgene Vairo. [Not pictured: co-vice president Josh Blumer, Mary Blair, Lesley Cunningham, Donna Barranco Fisher, Simon Livingston, Eileen Rasmussen, and Nancy O'Connor]

news of her new board of trustee members: **Cindy Bermant, Mary Blair, Roberto Giaimo, R. Bruce McFadden, Jr., Nancy O'Connor, Debby Peterson, and Lea Sindija**. At their July meeting, the board and MCASB VIPs took time for a *Montecito Journal* photograph and quick commentary from some of the new trustees: Bermant, "MCASB reaches out on local, national, and international levels, using art as a medium, we explore ideas, commonalities, and differences in a way that words sometimes do not succeed."

Giaimo said, "MCASB has the ability and desire to educate and make one aware what contemporary art has to offer; they truly want to share their passion. As a board member, I hope to use my interest in contemporary art and background in advertising and marketing to help grow the museum." McFadden Jr. added, "I see MCASB as a catalyst not just for the visual arts, but for an intelligent, creative expression of culture, education and enlightenment for the Santa Barbara region and beyond."

Said Peterson, "My vision for MCASB is to see it recognized as a world-class contemporary art museum that consistently brings innovative and exciting contemporary art and art programming to Santa Barbara." And Sindija said, "I believe we will fill the void of culturally relevant, contemporary art exhibits in the region by becoming the destination for showcasing art that acts as a catalyst for thought-provoking change, inspiration, education, community strengthening as well as artistic enjoyment, and as a new board member, I am eager to grow awareness about the museum's exhibits and events. I look forward to helping create diverse, unconventional fundraising opportunities, hosting visiting artists, and deepening community relationships by involving new demographics."

On Saturday, August 13, is the grand

opening reception for the exhibit by world recognized *avaf* [assume vivid astro focus] group titled, "Avalanches volcanoes asteroids floods". The *avaf* exhibit is in part a retrospective of their 10-year history and includes documentary pictures of past installations, performances, details of wall-papers, and screenshots of seminal video works. The main selection of works are out of the ordinary range of art seen in our town and encourage a new view by pushing boundaries in even the most *avant-garde* among us.

A range of mixed media, including printed rugs mixed with hanging fabric, theatrical backdrops, and wall coverings transform the entire museum into an experience where visitors are invited to interact with the space by laying on the ground, listening to or playing music, rearranging elements, and creating their own performances using the provided materials and environment. Created by **Eli Sudbrack** in 2001 and joined by **Christophe Hamaide-Pierson** in 2005, *avaf's* collaborative work incorporates motifs from popular culture, fine art, and ancient civilizations.

Showing at the same time in the Bloom Project room is artist **Khvay Samnang** of the *Sa Sa Bassac* gallery based in Phnom Penh, Cambodia: "Prompted by instinct, hearsay, direct experience, and media sources, Samnang follows stories that he believes require intervention. He has often addressed the impacts of colonialism and globalization on Cambodia, in an artistic practice that spans performance, photography, video, installation, and sculpture."

Congratulations to the MCASB on its AAM accreditation and its continued mission to cultivate extraordinary contemporary art in our town and the world.

411: mcasantabarbara.org
Avaf exhibit: August 14, 2016, to January 1, 2017

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