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For Immediate Release.

Not Just Fun and Games: MCASB Gets Playful with Design Exhibition in Santa Barbara

Exhibition: *Free Play*, curated by Alexandra Cunningham Cameron

Opening reception: May 20, 2017, 6 - 8 pm

Exhibitions on view: May 21 - August 20, 2017



From left to right: nendo, *Manga Chair (22)*, 2015, Stainless steel, 32 x 17.25 x 18.25 in. (HWD), Courtesy the Artist and Friedman Benda; Aaron Young, *Tire Swing*, 2009, Gold plated chain, Used tire, Tire 30 in. diameter, Chain 72 in. length, Courtesy the Artist and Nathalie Karg/Cumulus Studios.

Santa Barbara, CA - Museum of Contemporary Art Santa Barbara is proud to present *Free Play*, an exhibition that brings contemporary furniture, architecture, artworks, and objects from an international selection of designers, architects, and artists to Santa Barbara. MCASB commissioned acclaimed design expert Alexandra Cunningham Cameron to curate the exhibition.

Free Play centers around the idea of play as an influential actor in the design process, producing work which intimately reveals our drive toward novelty, upending traditional notions about the role of design in our lives. Each creator shares an alternate view of the world through objects which appropriate childhood motifs, employ satire, and generate form through chance. This sense of freedom results in works that are wonderfully illogical, whimsical, and poignant.

"*Free Play* is a collection of objects and architecture which stand apart from the contemporary world's increasing movement toward efficiency and automation. These works share daydreams, jokes and stories. They pursue pleasure," says Cunningham Cameron. "We study material culture to better

to understand the trajectory of civilizations. *Free Play* suggests how looking at the products of play rather than necessity reveals more about how we got here and where we're going."

Cunningham Cameron has been immersed in the design world for more than a decade as a curator, advisor, and writer. In her role as Creative Director for Design Miami/, she worked alongside some of the most groundbreaking designers and architects from around the world, many of whom are included in *Free Play*.

The exhibition design, by Berlin-based Sam Chermayeff Office, is a labyrinth of personal moments and stories. The impressive lineup of creators included in the exhibition features names such as Maarten Baas, *Design Miami's 2009 Designer of the Year*, Nendo, named *Designer of the Year* by *Wallpaper Magazine*, *Elle Decor* and *Maison & Objet* in 2015; and Snarkitecture, whose installation piece *The Beach* has been touring globally since 2015. Katie Stout, the 2015 winner of HGTV's show *Ellen's Design Challenge* and who was recently named to *Forbes' 30 Under 30* list, will also have work in the exhibition - a work commissioned specifically for *Free Play*.

As design culture achieves wider popularity around the world, *Free Play* introduces a design exhibition that aims to initiate a dialogue around that blurred question of what comprises art in today's day and age.

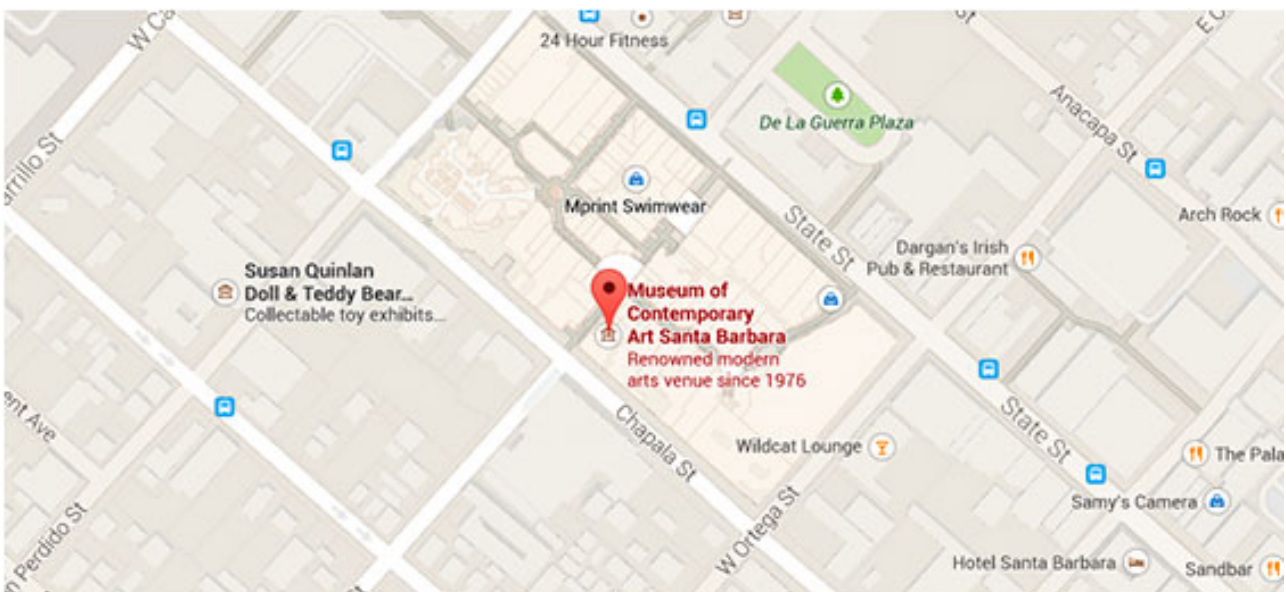
Exhibition curator: Alexandra Cunningham Cameron

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About Museum of Contemporary Art Santa Barbara:

Museum of Contemporary Art Santa Barbara (MCASB) is a non-profit, non-collecting museum dedicated to the exhibition, education, and cultivation of the art of our time. Formerly Santa Barbara Contemporary Arts Forum (CAF), MCASB is the premier venue for contemporary art between Los Angeles and San Francisco. MCASB is located at the Paseo Nuevo Shopping Center Upper Arts Terrace in downtown Santa Barbara, CA. With the opening of the MCASB Satellite @ Hotel Indigo Santa Barbara in February of 2012, MCASB becomes one museum with two locations. Located in the Hotel Indigo Santa Barbara at 121 State Street, the MCASB Satellite space features yearlong exhibitions of stimulating contemporary artworks.

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