

BLANTON MUSEUM OF ART

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Kathleen Brady Stimpert, 512-475-6784, kathleen.bradystimpert@blantonmuseum.org

Stacey Kaleh, 512-471-8433, stacey.kaleh@blantonmuseum.org

PANEL DEVELOPED BY BLANTON MUSEUM SELECTED FOR 2014 SXSW MUSIC CONFERENCE

Museum Music: Art Galleries as Performance Space Uses Blanton's *SoundSpace* Series as Case Study

AUSTIN, Texas – October 17, 2013 – A panel on music in museum galleries developed by the Blanton Museum of Art has been accepted by South by Southwest for the 2014 music conference and festival. After a competitive selection process that involved online voting from the general public through the SXSW Panel Picker, as well as advisory board input and SXSW staff input, *Museum Music: Art Galleries as Performance Space* joins an exciting lineup of music conference sessions. In an official announcement yesterday, SXSW remarked, "The music community really stepped it up this year, and we're taking a record number of submissions into our programming for the March event. We're excited to announce this first batch of thoughtful panels and talks from some of the industry's brightest minds." With a record number of submissions for this year's conference, the Blanton is honored to be included among the 2% of selected panels and talks.

Museum Music will bring together panel organizer and Manager of Public Programs for the Blanton, Adam Bennett, *SoundSpace* artistic director Steven Parker, and experts from art museums nationwide for an in-depth look at opportunities to connect visual and sound art. The panel will place particular focus on how art museums have discovered great support from audiences and critics alike with innovative, collaborative music programs in the museum space. The Blanton's *SoundSpace* series will serve as the primary case study in a larger discussion of the increasing popularity of music performances in museums. "*SoundSpace* is one of our most exciting programs at the Blanton," says Adam Bennett. "Music and visual art are intersecting in so many exciting ways right now, and it's an honor to be leading the conversation about how programs like ours are finding innovative connections between different media."

Even in a city as saturated with live music venues as Austin, *SoundSpace*'s unique juxtaposition of contemporary art and contemporary music has resonated with a broad audience, and continues to grow in popularity. *SoundSpace* brings together creatives from all corners of Austin's artistic community for simultaneous performances of contemporary, classical, jazz, rock, and pop music, performance art, and dance in the museum's galleries. Past performances have included a tribute to John Cage, a rendition of Henry Brant's *Orbits* with 80 trombones, and more. Beyond Austin, a larger phenomenon of museums serving as sites for concerts and music programs provokes the question: How can musicians think more creatively about incorporating gallery spaces into their strategies for communicating with new and diverse audiences? Panelists will explore this question, among others, and discuss strategies for fostering these types of collaborations.

For more information on the panel *Museum Music: Art Galleries as Performance Space*, please visit the SXSW Music 2014 website: <http://panelpicker.sxsw.com/vote/23057>

The next *SoundSpace* will take place at the Blanton on Sunday, October 20 at 2:00pm. For more information, please visit:

http://blantonmuseum.org/calendar_events/details/soundspace_graphic_notation/

###

About the Blanton Museum of Art:

Founded in 1963, the Blanton Museum of Art is one of the foremost university art museums in the country and holds the largest public collection in Central Texas. Recognized for its modern and contemporary American and Latin American art, Italian Renaissance and baroque paintings, and encyclopedic collection of prints and drawings, the Blanton offers thought provoking, visually arresting, and personally moving encounters with art.

The museum is located at the intersection of Martin Luther King Jr. Boulevard and Congress Avenue and is open Tuesday through Friday from 10 - 5, Saturday from 11-5, and Sunday from 1-5. Thursdays are free admission days and every third Thursday the museum is open until 9. Admission Prices: Adults \$9, Kids 12 and under FREE, Seniors (65+) \$7, Youth/College Students (13-21) \$5. Admission is free to members, all current UT ID-holders. For additional information call (512) 471-7324 or visit www.blantonmuseum.org.

For more information contact:

Kathleen Brady Stimpert, 512-475-6784, kathleen.bradystimpert@blantonmuseum.org

Stacey Ingram Kaleh, 512-471-8433, stacey.kaleh@blantonmuseum.org