



MARKETPLACES: FROM OPEN AIR TO ONLINE

August 30–November 8, 2019
A BIG IDEA project of the Sun Valley Center for the Arts



Center hours & location:
Mon–Fri, 9am–5pm
Sat in Aug, 11am–5pm
191 Fifth Street East, Ketchum, Idaho

Sun Valley Center for the Arts
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COMPANY OF FOOLS

110 N. Main Street, Hailey, Idaho
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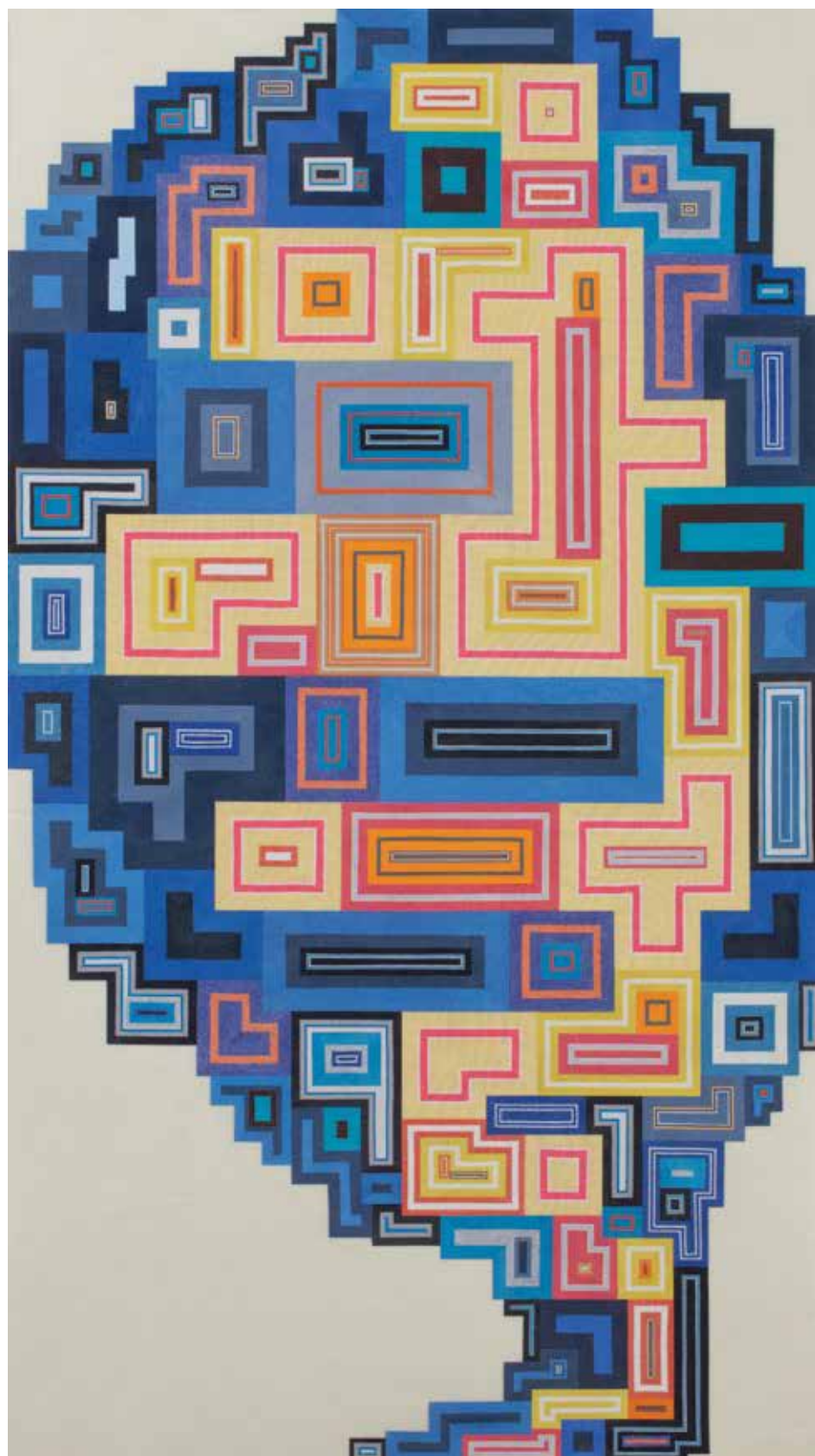
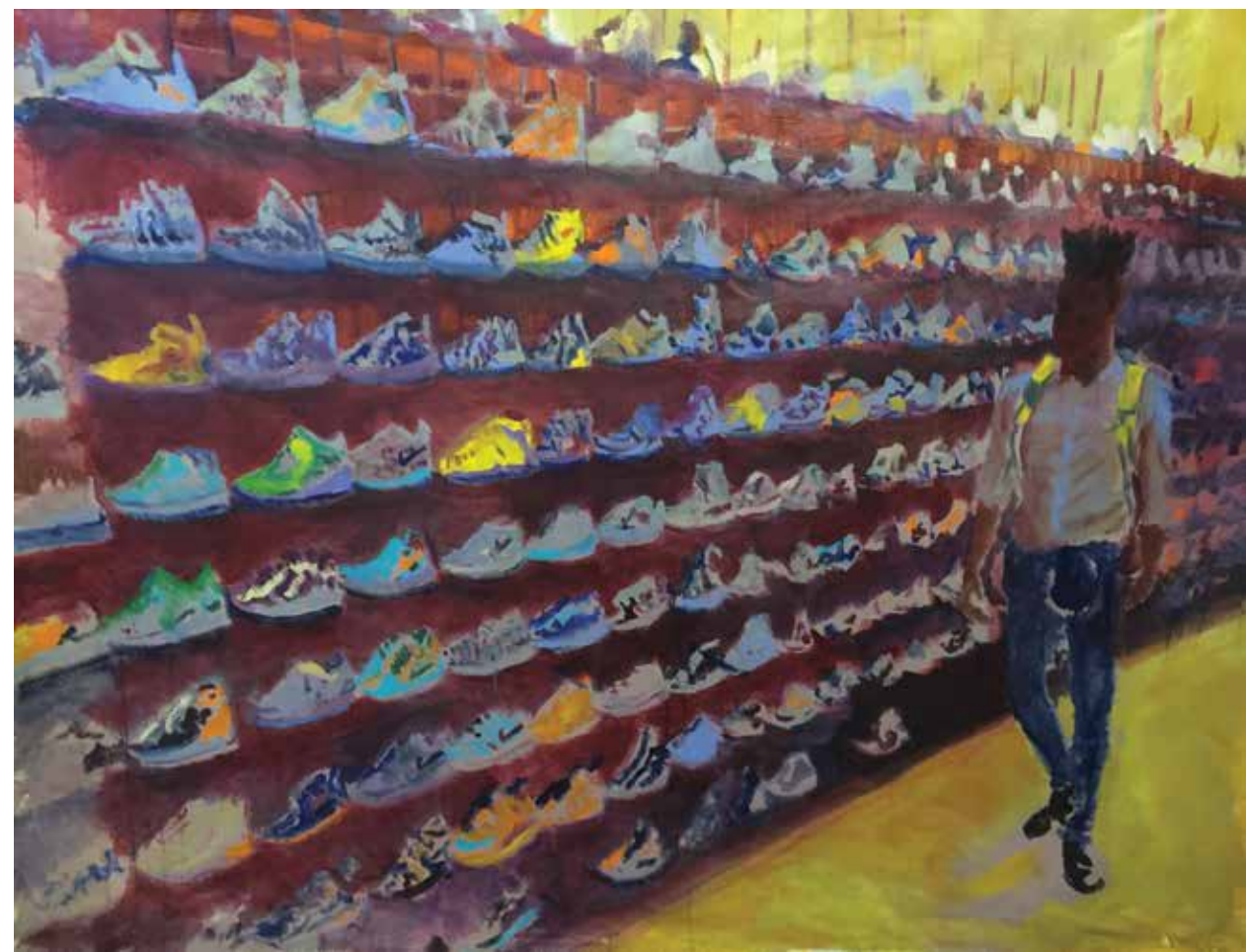
Cover:
Brendan O'Connell, *Infinite Kicks*, 2016, acrylic on canvas, courtesy the artist

Back Panel:
Conrad Bakker, *Untitled Project: Mountain Rock Shop* (detail), 2019, oil paint on carved wood, courtesy the artist

Introduction Panel:
Mark R. Smith, *Precursor*, 2015, textile collage on felt, courtesy the artist and Elizabeth Leach Gallery, Portland
Brittany Powell Parich, *Checkout* (detail), 2019, acrylic on MDF, courtesy the artist

Interior, top to bottom:
Chad Erpelding, *Indices: The Day After Brexit: Asia*, 2019, acrylic on paper, courtesy the artist

Conrad Bakker, *Untitled Project: Mountain Rock Shop* (detail), 2019, oil paint on carved wood, courtesy the artist



Over the last 25 years, there has been a radical transformation in the way Americans buy and sell goods and services. Motivated by the perception of convenience, we are increasingly choosing to shop online from the comfort of our own homes or in big-box stores where we believe “one-stop shopping” will save us time and money. As a result, small, independently owned stores face serious challenges, leaving vacant storefronts along our Main Streets. Even many chain stores have struggled, and giant malls, which were once hubs of social activity as well as commerce, lie empty.

These recent shifts are part of our continually evolving relationship with the idea of the marketplace—a commercial space that has taken myriad forms over human history, from open-air markets

and ancient trade routes that linked far-flung parts of the globe to small shops owned by specialty retailers, enormous big-box stores, and the online sites that comprise much of today's retail market. And how do we buy and sell pieces of the companies that provide those goods? The health of the stock market affects everyone—even those who don't own stock.

While big-box stores and online shopping may be big business, there has also been a simultaneous resurgence in farmers markets, a call to shop locally, and reinvestment in the downtowns of small towns and cities across the U.S. This BIG IDEA projects sheds light on the complex intersections of these marketplaces and how our choices as consumers shape our society.



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MUSEUM EXHIBITION

The Sun Valley Center for the Arts invited artist **Conrad Bakker** to participate in a residency at The Center, Hailey, and respond to the economies of the Wood River Valley. Drawn to the area's history as a place for mining as well as mountain recreation, Bakker collected nearly 100 Idaho rocks that he then recreated as small sculptures. Each rock will be offered for sale as part of a larger installation, *Untitled Project: Mountain Rock Shop*. Visitors are invited to purchase a rock that they'll be able to collect at the conclusion of the exhibition. Bakker's Mountain Rock Shop also exists as an online marketplace: www.untitledprojects.com/mountainrockshop.

Chad Erpelding marries data visualization and geometric abstraction in paintings that investigate global institutions. *Marketplaces* includes work from two projects that use color and pattern to represent trends in stock indices. One explores the impact of the 2016 vote in favor of Brexit on financial markets around the world. The other looks at the value of the major U.S. stock indices, from the low point of the 2008 recession to the high point of the economic recovery. Erpelding's projects consider the way we buy and sell pieces of corporations, the interconnectedness of global economies, and the effects of political and social events on the economic lives of individuals.

Through most of the 1990s, American painter **Brendan O'Connell** lived and worked in Europe. Upon his return to the U.S., he was struck by how significantly American society had changed—particularly the way Americans now shopped. Walmart had dramatically expanded its chain of stores, fundamentally altering Americans' relationship with retail. O'Connell began visiting Walmart stores across the country, capturing the architecture, shoppers and brands he encountered along the way and creating a portrait of American consumption in the 21st century.

Brittany Powell Parich's project *Checkout* includes approximately life-size sculptures of every item in one checkout lane of her local Fred Meyer store on one day in the summer of 2018. The sculptures' bright colors and eye-catching logos are testament to the temptations of the grocery store checkout line, where carefully arranged displays of everything from candy and cough drops to beef jerky and Bic lighters beckon to shoppers. Powell Parich's *Checkout*

even includes summer 2018 issues of popular magazines like *People* and *Better Homes & Gardens*, a kind of grocery store time capsule.

The works in **Mark R. Smith**'s project *The Silk Road* investigate the history of commerce and trade along the historic Silk Road, which linked Asia to the Mediterranean, and on the online black market of the same name, which was a notorious site for the sale of illicit goods from 2011 to 2013. Smith's large geometric works recall both textile patterns and computer circuitry. Smaller works feature images of real items he found for sale on the Silk Road website, from antiquities to construction equipment and drug paraphernalia. Smith invites viewers to consider the ways commerce has changed over time, from open-air bazaars to online marketplaces, but his project also underlines the fact that goods and services have circulated across vast geographical areas for centuries.

Opening Celebration and Gallery Walk

Fri, Aug 30, 5–7pm

FREE at The Center, Ketchum

Join us as we celebrate the opening of *Marketplaces*. Artists **Chad Erpelding** and **Mark R. Smith** will speak about their work at 6pm.

Evening Exhibition Tours

Thu, Sep 19 and Thu, Oct 24, 5:30pm

FREE at The Center, Ketchum

Enjoy a glass of wine as you tour the exhibition with The Center's curators.

FAMILY DAY

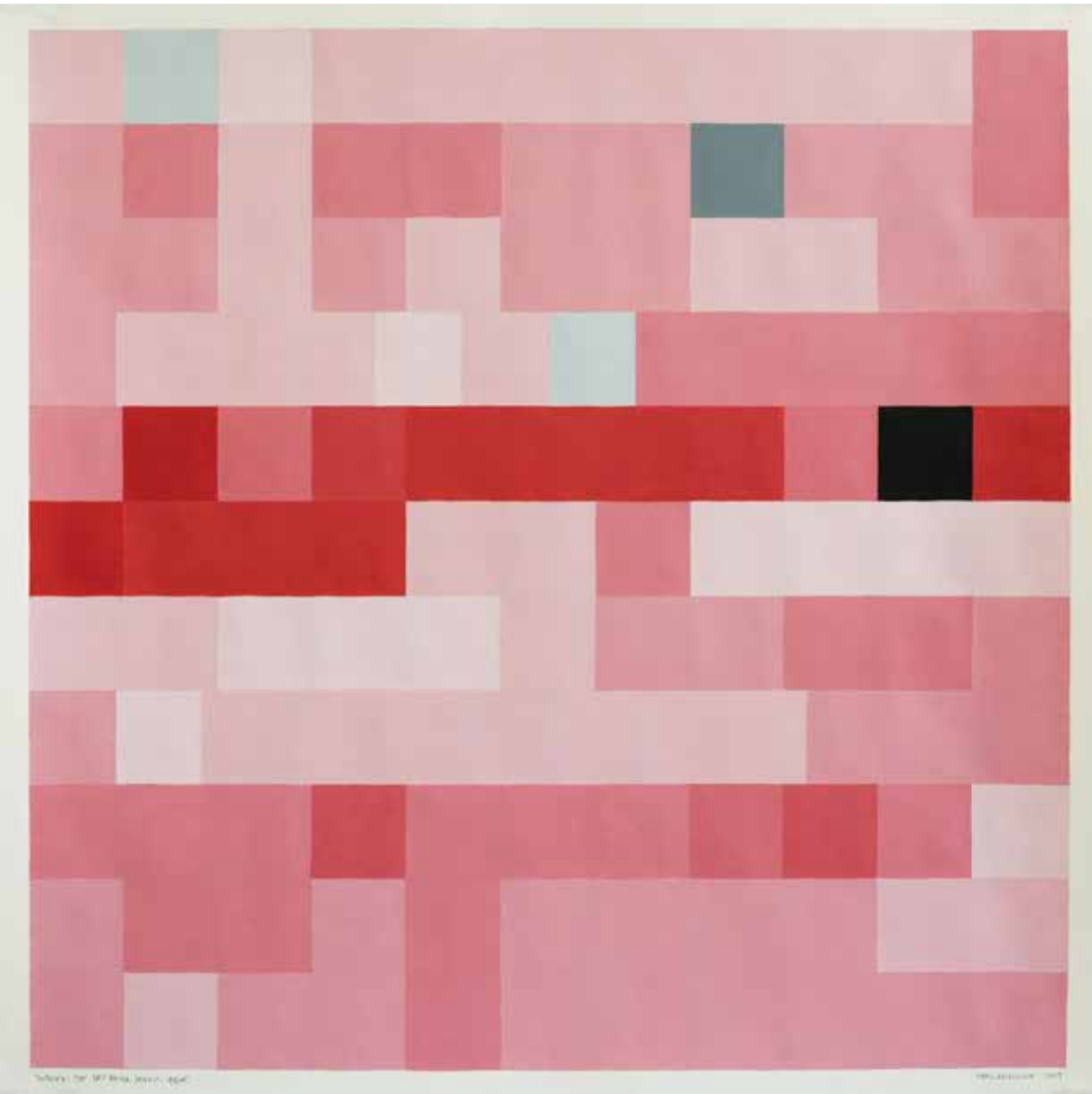
Buy, Buy, Buy

Sat, Sep 28, 11am–4pm

FREE at The Center, Ketchum

Family Days are a creative time for families to look at and make art together. For families with children ages 3–13.

Parents and grandparents can enjoy a fun, activity-packed afternoon at The Center with children and grandchildren. This free event will focus on how our choices as consumers shape our society. Participants will enjoy music by the Beverly Lovers, storytime, creating a Pop art collage, playing games connected to the art in the exhibition, snacks and making family memories!



LECTURES

Kirk Wallace Johnson:

“The Feather Thief”

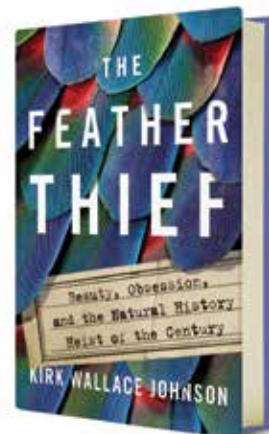
Thu, Sep 12, 6:30pm

Church of the Big Wood, Ketchum

\$20 / \$30 nonmember

\$15 student / educator (limit to one per educator)

Kirk W. Johnson is the author of *The Feather Thief: Beauty, Obsession, and the Natural History Heist of the Century* and *To Be a Friend Is Fatal: The Fight to Save the Iraqis America Left Behind*. He is also the founder of The List Project, a nonprofit that assists Iraqi refugees who worked for U.S.-affiliated organizations during the war in Iraq to resettle in the U.S. His writing has appeared in *The New Yorker*, *The New York Times*, *The Washington Post*, and the *Los Angeles Times*. *The Feather Thief* is Johnson's investigation into the theft of hundreds of rare birds from the British Natural History Museum at Tring, exposing a fascinating subculture that links bird trafficking and the world of fly-tying enthusiasts. It is a colorful true tale, mixing natural history, crime and the marketplace.



This lecture has been generously sponsored by an anonymous gift.

Panel Discussion: Mighty Main Street Revival —Twin Falls, ID, and Tieton, WA

Tue, Sep 17, 6pm

FREE at The Center, Ketchum

How are Main Street businesses reigniting in rural western America? What drives investment in these areas, and how do communities respond? Join moderator Jim Keating, Executive Director of the Blaine County Recreation District, panelists Ed Marquand, Founder of Mighty Tieton project and artist; Shawn Barigar, Twin Falls City Mayor and President/CEO of the Twin Falls Area Chamber of Commerce; and Tyler Davis-Jeffers, private investor, to discuss how Main Street marketplaces survive and thrive.

Panel Discussion: From Rural to Global in Sun Valley

Tue, Oct 15, 6pm

FREE at The Center, Ketchum

Our community has a unique drive to start new businesses that grow and thrive on a local and global scale. What does this rural town offer that allows startups to dream big? What are the benefits and challenges of being situated in this area? Join panelists from Sun Valley startups and our moderator from the Ketchum Innovation Center for this conversation.

FILMS

Carmine Street Guitars

Thu, Sep 19, 4:30 and 7pm

Magic Lantern Cinemas, Ketchum

\$10 / \$12 nonmember

Once the center of New York bohemia, Greenwich Village is now home to luxe restaurants and buzzer-door clothing stores. But one shop in the heart of the Village remains resilient in the face of encroaching gentrification: Carmine Street Guitars. There, custom guitar maker Rick Kelly and his young apprentice, Cindy Hulej, build handcrafted guitars out of reclaimed wood from old hotels, bars, churches and other local buildings. Nothing looks or sounds quite like a Rick Kelly guitar, which is why they are embraced by the likes of Bob Dylan, Lou Reed, Patti Smith, Jim Jarmusch, just to name a few. Featuring a cast of prominent musicians and artists, the film captures five days in the life of Carmine Street Guitars while examining an all-too-quickly vanishing way of life.

Spettacolo

Thu, Oct 24, 4:30 and 7pm

Magic Lantern Cinemas, Ketchum

\$10 / \$12 nonmembers

In Italy's Tuscany region lies Monticchiello, a tiny town whose residents have a most unusual annual ritual: they stage a play about their own lives, starring themselves. Directors Jeff Malmberg and Chris Shellen's *Spettacolo* (its title translates as “performance”) is a mesmerizing account of this yearly project, tracing not only the considerable logistics of the endeavor (writing scripts, building sets, casting and rehearsing) but also the tenuousness of the tradition itself, due to a younger generation less interested than their elders in maintaining it. The current show's focus on economic anxieties parallels the scandalous collapse of a local bank benefactor, underscoring the intricate links between local economies, tourism and community identity.

The Biggest Little Farm

Thu, Nov 14, 4:30 & 7pm

Magic Lantern Cinemas, Ketchum

\$10 / \$12 nonmember

The award-winning documentary *The Biggest Little Farm* chronicles the eight-year quest of John and Molly Chester to trade city living for 200 acres of barren farmland and a dream to harvest in harmony with nature. Through dogged perseverance and an embrace of opportunities provided by nature's conflicts, the Chesters unlock and uncover a biodiverse design for living that exists far beyond their farm, its seasons, and our wildest imagination.



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