

**MEDIA PREVIEW**

Thursday February 23 & Friday,  
February 24, 2017  
Palm Springs, CA  
For Media Accreditation  
contact [livia@lynwinter.com](mailto:livia@lynwinter.com)  
by February 16, 2017.

FOR IMMEDIATE RELEASE  
Tuesday, February 14, 2017

# DESERT X

**A SITE-SPECIFIC, INTERNATIONAL CONTEMPORARY ART  
EXHIBITION FOR THE CALIFORNIA DESERT**

**OPENS SATURDAY, FEBRUARY 25 - SUNDAY, APRIL 30, 2017**

**ANNOUNCES PARTICIPATING ARTISTS AND OPENING EVENT SCHEDULE**



Jennifer Bolande, Composite Sketch of *Visible Distance* - Southbound, 2017

(Palm Springs, Calif.) – *Desert X*, one of the most anticipated exhibitions of the year, will open to the public on Saturday, February 25–April 30, 2017 at sites across the California Desert.

The exhibition, curated by Artistic Director Neville Wakefield, will activate the desert landscape as a canvas for commissioned site-specific artworks and installation projects by some of today's most recognized international contemporary artists, including **Doug Aitken, Lita Albuquerque, Jennifer Bolande, Will Boone, Claudia Comte, Jeffrey Gibson, Sherin Guirguis, Norma Jeane, Glenn Kaino, Gabriel Kuri, Armando Lerma, Richard Prince, Rob Pruitt, Julião Sarmiento, Phillip K. Smith III and Tavares Strachan.**

In advance of the inaugural presentation of the Coachella Valley-wide contemporary art exhibition, and in conjunction with program partner Modernism Week, preview and opening events begin in Palm Springs on February 17 through February 26. For descriptions of the artists' projects, a site map, details of opening events, exhibition-related programming and Parallel Programs, which run through April 30, 2017, please visit the exhibition website: [desertx.org](http://desertx.org).

### **DESERT X OPENING EVENT SCHEDULE**

#### **FEBRUARY 17**

##### ***Desert X* Preview and Artist Panel**

3–4 pm Annenberg Theater, Palm Springs Art Museum, 101 Museum Drive, Palm Springs

In conjunction with Modernism Week, Palm Springs Life arts editor Steven Biller moderates a conversation with *Desert X* artists Jeffrey Gibson, Phillip K. Smith III, and Rob Pruitt.

#### **FEBRUARY 17, 2017**

##### **Opening Party for Rob Pruitt's Flea Market**

5-8pm Palm Springs Art Museum, 101 Museum Drive, Palm Springs.

#### **FEBRUARY 17–26**

##### **Rob Pruitt's Flea Market**

Palm Springs Art Museum, 101 Museum Drive, Palm Springs.

Monday, Tuesday, Saturday and Sunday 10am–5 pm, Wednesday closed, Thursday, Friday 12pm–9 pm.

#### **FEBRUARY 18**

##### **Art Palm Springs Panel**

1-2pm Palm Springs Convention Center, 277 N. Avenida Caballeros, Palm Springs.

Q & A moderated by Steven Biller of the California Desert Arts Council with *Desert X* artistic director Neville Wakefield, executive director Elizabeta Betinski and artists.

#### **FEBRUARY 21**

##### **Jeffrey Gibson Lecture**

7:30pm Billy Wilder Theater, Hammer Museum, 10899 Wilshire Blvd, Los Angeles.

For tickets contact Hammer Box Office: <https://hammer.ucla.edu/>.

#### **FEBRUARY 23**

##### **Exhibition Media Preview**

**9am Check-in**

**10–11am Opening Remarks at Ace Hotel & Swim Club.**

**Tours of artists' projects follow and continue on Friday, February 24.**

For media accreditation, please contact [livia@lynwinter.com](mailto:livia@lynwinter.com) by Thursday, February 16, 2017.

## **FEBRUARY 23**

### **Lita Albuquerque performance**

3pm Sunnylands Center & Gardens, 37977 Bob Hope Drive, Rancho Mirage.

Lita Albuquerque presents hEARTH, an installation and opening performance work on the Great Lawn at Sunnylands Center and Gardens. Singers and dancers activate the ground in the performance created in collaboration with Kristen Toedtman of Los Angeles Master Chorale and dancer/choreographer Jasmine Albuquerque. The sculpture, a life-size resin cast of the female form painted in ultramarine blue and installed in a field of white sand, permits for the projection of a massive landscape and listening on a much larger scale.

## **FEBRUARY 24**

### **Desert X + future archives Opening Night Party, Rancho Mirage**

6-10pm Preview Tavares Strachan's *I Am* and special live musical performances. Tickets \$150 for 5-6pm preview and \$50 for 6-10pm preview and party. Contact [openingpartyvip@desertx.org](mailto:openingpartyvip@desertx.org) by February 20, 2017.

## **FEBRUARY 25**

### **Opening Day**

Art installations open and admission free to all. For locations and information, visit [desertx.org](http://desertx.org).

## **FEBRUARY 25**

### **Julião Sarmiento: presentation by the artist**

7pm Ace Hotel & Swim Club, 701 East Palm Canyon Drive, Palm Springs.

## **FEBRUARY 26**

### **Oscar viewing party**

6–10pm Mr. Lyons 233 East Palm Canyon Drive, Palm Springs.  
Free admission. Proceeds benefit *Desert X*.

### **Desert X Hub at the Ace Hotel & Swim Club**

From February 25 through April 30, 2017, browse artist books, meet and chat with *Desert X* friends, pick up a map, and purchase *Desert X* merchandise.

*Desert X* is funded by its board of directors, by philanthropists, who are well known to the desert community, and by its Founding Members. It has received generous support from cities, organizations and corporate entities in the region. *Desert X* is proud to recognize the generous support of the following companies, individuals and organizations: Lead Sponsor future archives; Major Donors Diane Allen, Coachella Valley Music and Arts Festival, Tad Freese, Helene Galen, Susan Hancock, Beth Harris, Brent and Lisa Harris, Bruce Karatz, Harold Matzner, JoAnn McGrath and Donna McMillan; Major Sponsors Desert Palisades and *Desert X* Founding Members; Cultural Partner Ace Hotel & Swim Club; Media Partner Palm Springs Life; Program Partners Art Palm Springs, Coachella Valley Music and Arts Festival, DIGICOM, Hammer Museum, Modernism Week, Palm Springs Art Museum, Sunnylands Center & Gardens, and The Wildlands Conservancy; Supporting Sponsors 303 Gallery, City of Indio, City of Palm Desert, City of Palm Springs, City of Rancho Mirage, Deep Eddy, Enterprise Rent-A-Car, F10 Creative, Gem & Bolt, Greater Palm Springs Convention and Visitors Bureau, Hot Purple Energy, JW Marriott Desert Springs Resort & Spa, Lyn Winter, Inc., The Parker Palm Springs, The 500, PS Resorts, Renaissance Palm Springs Hotel, Renaissance Indian Wells

Resort & Spa, Rosetta Getty, Saguaro Palm Springs, Sibling Rivalry Studio, Sparrows Lodge, Tesla Motors, Triada Palm Springs, an Autograph Collection Hotel, Whitewater Rock and Supply, Wintec Energy; Additional Assistance Carlton DeWoody, Reunion Goods & Services, Bob Dornberger,, wHY Architects, Hooman Fazly, David Knaus, Sarah Ledesma, Tyler Morgan, Steve Sessa, Reed Smith LLP, Erica Thompson, Law Offices of Quintanilla & Associates, Jack Thompson, Whitewater Preserve, Anthony Valdez, Malin Wong. For a full list of donors, visit <https://www.desertx.org/>

To get involved and support *Desert X* as a Founding Member, benefactor or sponsor, please contact Ben Hartley at [ben@desertx.org](mailto:ben@desertx.org).

Image credit: Jennifer Bolande, Composite Sketch of *Visible Distance* - Southbound, 2017, courtesy the artists and Desert X.

### **ABOUT DESERT X**

*Desert X* was founded in 2015 as a not-for-profit charitable organization under the name Desert Biennial to develop, organize and produce a major, international, contemporary art exhibition featuring site-specific installations in selected venues throughout the Coachella Valley and surrounding area. The themes and locations of the exhibition will engage surrounding communities, other Valley organizations, visitors, and students through works that respond to environmental, social and cultural conditions specific to the Valley, while also focusing attention on the creative energy of the participating artists and their work.

**For further information visit: [desertx.org](http://desertx.org)**

**Share and post on Instagram: [@\\_desertx](https://www.instagram.com/_desertx)  
Share and like on Facebook: [Facebook.com/DesertX/](https://www.facebook.com/DesertX/)  
Share on Twitter [@\\_DesertX](https://twitter.com/_DesertX)  
Follow on social media with [#DesertX](https://twitter.com/DesertX)**

### **MEDIA RELATIONS**

Lyn Winter, Inc.  
213 446 0788

### **MEDIA AND IMAGE REQUESTS AND MEDIA PREVIEW ACCREDITATION**

[livia@lynwinter.com](mailto:livia@lynwinter.com)

**\*\*\*ENDS\*\*\***