

“FRIGID PHRASES”—A Free, Interactive Public Art Event

February 20 on the Rose Kennedy Greenway, Organized by SMFA Graduate Students

Boston, MA (February, 14, 2013)—Boston’s Rose Kennedy Greenway park will host “FRIGID PHRASES,” a free, participatory public art event from 4–6:30 pm on February 20, 2013. Created by two students at the School of the Museum of Fine Arts, Boston (SMFA), Kate Gilbert and Emily Lombardo, this all-ages event is about embracing winter in New England and celebrating Boston’s creativity using the popular word game “Mad Libs.”

That afternoon, five large-scale poems written by local poets will hang in the Greenway’s Wharf District Parks. Players will be given two mismatched gloves with single words printed on them and asked to make new poems using their gloves and following the rules of Mad Libs (e.g., replace a verb with a verb, a noun with a noun, etc.).

The goal is to end up in possession of a matching pair of words, so participants are encouraged to swap gloves with other players and get involved by exchanging word-gloves within the large-scale poems. Players will be able to keep their gloves, a memento of the experience and a limited edition artwork by Lombardo and Gilbert. Participants can play as many times as they want throughout the duration of the event and free hot tea will be provided.

“FRIGID PHRASES” began as an exploration into relational aesthetics, the term coined by author and curator Nicolas Bourriaud. “We wanted to take this idea of artists creating dynamic social environments beyond the classroom, galleries, institutions, and out into the real world,” says Gilbert. “We hope people will gather after they’ve played, have some tea, get to know one another and appreciate Boston in the winter,” says Lombardo. Both Boston residents for more than 10 years, Gilbert and Lombardo will receive their Master of Fine Arts degrees from SMFA in May and August, respectively.

The poems serving as the Mad Libs canvases were chosen from a public call for poetry earlier this year. The authors are: Jeremy Alliger (Executive Producer of Alliger Arts and founder of Dance Umbrella), Annie Colbert (Acton Boxborough Regional High School graduate currently at New York University), Pamela de Olivera-Smith (Jamaica Plain poet and writer), Shoshana Spencer (BFA candidate at SMFA) and 5th graders Leia, Kayla and Susan from the KIPP school in Lynn, MA.

“FRIGID PHRASES”

Date: Wednesday, February 20, 2013, 4–6:30 pm

Location: Greenway Wharf District Parks, Boston, MA

(Atlantic Ave and Milk Street; MBTA Blue Line, Aquarium stop)

Visit <http://frigidphrases.blogspot.com/> to learn more about the artists and the project.

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About the Rose Kennedy Greenway:

The Rose Kennedy Greenway (www.rosekennedygreenway.org) is a ribbon of contemporary urban parks that connects people and the city by providing beauty, fun, and a sense of community in Boston. Now, four of Boston’s most diverse and dynamic neighborhoods – formerly divided by a massive structure of steel and asphalt – are linked by beautifully landscaped parks, gardens, and plazas and reconnected with the harbor. The Rose Kennedy Greenway Conservancy is the designated steward of the Greenway, with the goal of ensuring excellence in design, operations, and public programming.

About the School of the Museum of Fine Arts, Boston:

Founded in 1876 and accredited by the National Association of Schools of Art and Design, the School of the Museum of Fine Arts, Boston (SMFA), is one of only three art schools in the country affiliated with a major museum—the Museum of Fine Arts, Boston. Our mission is to provide an education in the fine arts—for undergraduate and graduate artists—that is interdisciplinary and self-directed. This education values cultural, artistic and intellectual diversity; it embraces a wide range of media; it stresses the development of individual vision and its relation to culture in general; it values equally the knowledge gained by thinking and doing; it is deeply engaged with the world as a whole. If the mission is constant, its practice is always transforming. For more information about our programs and partnerships, visit www.smfa.edu.