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MEDIA CONTACT:
Nicole Underwood
nicole@rooseveltrow.org
C: 602.561.3835

Shipping Container Transforms Into Art Space

New Hot Box Gallery Brings Art to the People, Showcases Artists' Work



Phoenix—(February 5, 2014)—A new gallery has opened in Roosevelt Row—and this one's portable.

The **Hot Box Gallery** opened for the first time on Third Friday, Jan. 17. Housed inside a refurbished shipping container, the gallery presented “Onloaded,” a series of five exhibitions curated by the **Phoenix Institute of Contemporary Art** (phICA).

Also called a **pop-up art gallery**, the Hot Box Gallery is now located on an empty lot at 408 E. Roosevelt St. and features work by local artist Abe Zucca. The pop-up gallery is open to the public every First and Third Fridays with new shows opening on Third Fridays (see below for schedule).

Collaborating with Roosevelt Row Community Development Corporation (CDC), phICA's "Onloaded" series gives Phoenix-based artists in the initial stages of their professional artistic practice the opportunity to showcase their work in solo exhibitions. Each artist is challenged to create a show that is both original and complimentary to the modestly sized space, which is 18 feet deep, 7.5 feet wide and 8 feet high.

"The Hot Box Gallery gives rising artists the opportunity to show their work in a vibrant gallery setting, which they may not have otherwise had," said Ted Decker, director and co-founder of phICA. "This space is a great way to organically introduce people to contemporary art; it asks people to respond."

The "Onloaded" artists are:

- Abe Zucca, Phoenix – open Friday, Feb. 7
- Amelec Diaz, Phoenix – open Friday, Feb. 21 and Friday, March 7
- Cory Slawson, Tempe – open Friday, March 21 and Friday, April 4
- Maral Tabrizi, Tempe – open Friday, April 18 and Friday, May 2
- Fernando Pinal, Mesa – open Friday, May 16 and Friday, June 6

Funded in part by an ArtPlace America grant, the Hot Box Gallery is intended to bring vibrancy to empty spaces while also providing artists the opportunity to display their work to the public.

About Roosevelt Row Community Development Corporation

Roosevelt Row Community Development Corporation (CDC) is a 501(c)3 non-profit community development corporation established to further the unique cultural character and creative assets of the Roosevelt Row Arts District, to advocate for the continuing presence and role of the arts and small business in the revitalization of the district, and to foster a dense, diverse and walkable urban community. For more information visit rooseveltrow.org, [facebook.com/rooseveltrowcdc](https://www.facebook.com/rooseveltrowcdc), twitter.com/rooseveltrow and [instagram.com/rooseveltrowcdc](https://www.instagram.com/rooseveltrowcdc) or call us at 602.772.0083.

About Phoenix Institute of Contemporary Art

Phoenix Institute of Contemporary Art (phICA) [pronounced ff'ca, as in FINALLY! phICA!] is a not-for-profit organization that compliments other regional cultural institutions while differentiating itself through collaboration and community partnerships and by offering new portals of entry for enjoying, understanding, and interpreting contemporary art. phICA was envisioned and is structured to be organic and efficient and is a non-collecting institution with a primary focus on exhibition projects, artist residencies, and arts incubation activities. The founding Board of Directors first met to discuss their mutual vision in October 2007, officially organized the organization in 2009 with the first exhibition project launched in February 2011. For more information visit phica.org.

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