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**MEL CHIN TO PRESENT KEYNOTE ADDRESS AT  
CLEVELAND INSTITUTE OF ART SYMPOSIUM**

CLEVELAND – Influential artist Mel Chin will present, keynote “The Spectrum of Survival”, at The Cleveland Institute of Art’s symposium, “Aesthetics and Consumer Culture”. Chin will speak Saturday, November 6 from 6:00 – 7:00 p.m. in the Institute’s Aitken Auditorium, 11141 East Blvd in University Circle. The event is free and open to the public and is part of a public symposium addressing the impact of consumerism on art and design to be held November 4-6.

A prominent artist whose works are in the collections of New York’s Museum of Modern Art and the Whitney Museum of American Art, Chin is known for his politically engaged and socially aware site-specific works. He was profiled in the first season of the celebrated PBS series *Art: 21, Art in the 21<sup>st</sup> Century*. His work involves collaboration and community, often engaging entire neighborhoods in creative partnerships. His current work, *S.O.S. (Straight Off the Street): Moment*, is a nonpartisan video documentary dedicated to democratic political expression and the upcoming election. He is also known for environmental works that benefit science or rejuvenate inner cities.

Additionally, George Ritzer, sociology professor with the University of Maryland and noted author and lecturer, will serve as featured speaker on Friday, November 5, 7:00 – 8:00 p.m. He will present “The Globalization of Nothing.” Ritzer is co-founder of the *Journal of Consumer Culture* and has written numerous books on social theory including *The McDonaldization of Society*, which has been translated into 12 languages.

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Chin and symposium – pg. 2

These presentations are part of a symposium sponsored by The Cleveland Institute of Art designed to address the influences of consumer culture on art and design in the 21<sup>st</sup> century. Leading artists and scholars will lead discussion on commercialism, globalization and brand identities. Topics will range from Mickey Mouse and the “Disneyfication” of the arts to Martha Stewart and the marketing of “Emersonian perfectionism.”

A sneak preview with lectures and The Cleveland Institute of Art Cinematheque films will begin at 6:30 p.m. on Thursday, November 4 in the Institute’s Aitken Auditorium. A modest fee will be charged to attend the films.

On Friday, November 5, the free public symposium will be held from 9:00 a.m. to 4:30 p.m. George Ritzer will speak that evening from 7:00 to 8:00 p.m. On Saturday, November 6, the program will be held from 10:30 a.m. to 4:00 p.m. with the Chin keynote address scheduled from 6:00 to 7:00 p.m. A free public reception for all participants and speakers will be held from 4:00 to 6:00 p.m. on Saturday, November 6 in the Institute’s Ohio Bell Auditorium. All lectures will be held in Aitken Auditorium at 11141 East Boulevard and are free and open to the public.

For a complete agenda visit [www.cia.edu](http://www.cia.edu). If you have additional questions call 216-421-7942.

Dee Tremaine Hildt, Past Chair, Emily Hall Tremaine Foundation, has graciously underwritten the lecture by Mel Chin.

The Cleveland Institute of Art is an independent college of art and design committed to leadership and vision in all forms of visual arts education. It is committed to an enduring contribution to education, research and service and extends its programs to the public through gallery exhibits, lectures and The Cleveland Institute of Art Cinematheque, an art and independent film program.

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