

June 12, 2008

# The Bronx Museum's How Soon is Now?

by Nicole Jansen

A collection of works by 36 artists from the metropolitan area will be featured in The Bronx Museum's latest exhibition titled "How Soon is Now?". A number of local Latino artists will be featured in the show which runs through August 18.

The Latino artists featured are of international descent but currently reside in New York City, thus giving the show a local feeling with a global twist.



**Dulce Pinzon** will be one of the artists featured in The Bronx Museum's exhibition.

The participating Latino artists are: Blanka Amezkua (born in Mexico City, Mexico, and now in lives the Bronx); Margarida Correida (born in Lisbon, Portugal, and now lives in Brooklyn); Cosme Herrera (born in Tampa, Florida, lives in Brooklyn); Dulce Pinzon (born in Mexico City, Mexico, and now lives in Brooklyn); and Ronny Quevedo (Born in Guayaquil, Ecuador and now lives in the Bronx).

The name of the exhibition, "How Soon is Now?" is inspired by the title of the 1985 song by The Smiths. The show is a statement about the immediacy of being in the moment and is a remark on the state of the art world today.

All artists in the show participated in the recent program by The Bronx Museum, Artist in the Marketplace (AIM) a program for new and upcoming artists in the country. The program is in its 28th year with video and photography emerging as the main trend in this year's program. Although video and photography are the leading media present other media makes its appearance as well including, including installation, drawing and painting.

Through out the exhibition period a series of public programs and panel discussions will take place. Some of the free programs are a "Family Affair-Urban Kids Save The Environment!", Saturday, June 14, 1



**Artwork by: Blanka Amezkua**

to 3pm and "How Soon is Now? Readings and Performances", Friday, June 20, 7 to 9pm.

The show is a celebration of art from the New York city and a great way to experience the art of truly living in the moment.



**Artwork by Cosme Herrera**

The Bronx Museum's  
**How Soon is Now?**  
Panel Discussions & Community Activities

**Saturday, June 14, 1 To 3pm**

**Family Affair—Urban Kids Save the Environment!**

As part of this year's edition of the Grand Concourse Centennial Project, this intergenerational hands-on workshop will explore themes related to the urban environment along the Concourse. Guided tours, music, snacks. North Wing 3rd Floor Free with Museum admission.

**Friday, June 20, 7 To 9pm**

**How Soon Is Now?: Readings and Performances**

Poetry and performances by Rodrigo Toscano, Vivek Narayanan, Camille Guthrie, Drew Gardner, Brandon Downing, Mónica de la Torre and others. Reception and music to follow! • North Wing 2nd Floor • Admission: Free

**Sunday, June 22, 2 To 5pm**

**Queerhood: A Cultural Celebration of LGBT  
Pride in the Bronx**

Join The Bronx Museum of the Arts in the second annual June Pride program to celebrate and recognize LGBT diversity in the borough • North Wing — 2nd Floor • Free with Museum admission

**Saturday, June 28, 3pm**

**AIM28 Roundtable**

Join a group of artists in this year's Bronx Museum's Artist in the Marketplace and Aljira's Emerge programs, in an informal discussion about new trends in the art market. Hear their position, share yours. North Wing—2nd Floor Free with Museum admission

**Sunday, July 13, 1:00 To 3pm**

**Aim28 Talk**

The Bronx Museum is pleased to present Claire Barliant, the second writer in a new series of commissions for the AIM catalogue, whose essay explores the possibility of using the market as an artistic medium, and a way to challenge the status quo.

**North Wing—2nd Floor**

**Free with Museum admission**

**The Bronx Museum is Located on  
1040 Grand Concourse in the Bronx.**

**For more information about the exhibition or any  
of the events included call 718-681-6000**