

MEDIA CONTACT

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FOR IMMEDIATE RELEASE

August 10, 2012

take me to the apple breeder
October 28, 2012- February 24, 2013

LEFT to RIGHT: *Deacon Jones*, 2010. High-fire glazed porcelain, 6 x 5 1/2 x 5 1/2 inches;
Sisters normal, 2011. Archival pigment print, 36 x 48 inches.

PASADENA, CA – The Pasadena Museum of California Art (PMCA) is proud to present Los Angeles artist Jessica Rath's *take me to the apple breeder*, the culmination of a three year project steeped in plant genetics, seen in its entirety for the first time. Comprised of porcelain apple sculptures and large-scale photographic portraits of hybrid trees, the exhibition is informed by Rath's visits to the USDA/Cornell University Plant Genetics Resource Unit in Geneva NY (PGRU), which preserves endangered varieties from extinction, and its Agricultural Experiment Station, where apple clones are crossbred to create new varieties for large-scale consumption. The exhibition reminds the viewer that edible fruits are not born of nature, but are scientific and cultural constructions based on both a desire for idealized beauty and on meeting increasing agricultural demands as global warming changes how farmers grow.

The individual seeds of an apple are all genetically different from one another; planting the seeds from one apple engenders vastly different fruit and trees. PGRU's vast orchard project to keep thousands of varieties alive has been aptly described as the "Noah's Ark of orchards" in Michael Pollan's book *Botany of Desire*. Sublime and haunting, *take me to the apple breeder* documents this essential genetic diversity.



PI 588933.12 (Unnamed cluster), 2011.
High-fire glazed porcelain, bronze, 4 x 4 x 8 inches.

The exhibition is made up of the nine sculptures capturing the dying fruits and eleven photographs that capture the new breeds by revealing their extreme architecture against white muslin backdrops. Investigating at the point of human intervention in the natural world, Rath questions the naturalist, artist and scientist's drive to contain and beget beauty within the landscape, whether in the cultivated ground of agriculture and in our own backyards.

Jessica Rath received an MFA from California Institute for the Arts in 1996 and also studied at School of the Art Institute in Chicago. Recent solo exhibitions include Ben Maltz Gallery at Otis College of Art and Design and the Torrance Art Museum. She received a Center for Cultural Innovation ARC grant and Investing in Artists grant for this project and was visiting artist faculty at California Institute for the Arts in 2011/2012.



**CENTER FOR
CULTURAL
INNOVATION**



PROGRAMS

OPENING RECEPTION

Saturday, October 27, 2012

7:00 – 9:00 pm

\$5 admission

Free for PMCA Members

Mission:

The mission of the Pasadena Museum of California Art (PMCA) is to present the evolution of California art and design through exhibitions that explore the cultural dynamics and influences that are unique to California.

Hours:

Wednesday – Sunday, 12:00 - 5:00 pm.

The Museum is closed July 4th, Thanksgiving Day, Christmas and New Year's Day.

Admission:

\$7 for Adults, \$5 for Seniors (65+) and Students with valid ID; free to PMCA Members and children under 12. Access for people with disabilities is provided.

Location/Parking:

The Museum is located at 490 East Union Street. From the 210 Freeway, take the Lake Avenue exit. Go south and take a right on Union Street. From the 110 Freeway/Downtown Los Angeles, follow the

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take me to the apple breeder

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freeway until its end, then take Arroyo Parkway and turn right at Colorado, then left at Oakland to get to Union Street. Parking is available at the Museum.

PMCA Tours:

At this time, the museum does not offer regularly scheduled docent tours of our special exhibitions. However, docent tours are available to private groups for a fee of \$75. A non-refundable deposit of \$40 is due two weeks prior to the scheduled date in order to guarantee a tour. We regret that we are unable to accommodate tours for groups smaller than 10 or larger than 50 people. Before requesting a tour, please check the exhibition calendar to see which exhibitions will be available during your visit.

A discounted group rate of \$4 per person is available for groups of 20 or more, and free admission is offered to school groups of K-12 public school students. Please call to notify us at least one week in advance for these special admission rates.

For any questions or to make reservations for a tour or group rate, please call Christine Goo at 626-568-3665 x18.

PMCA Information:

For information, the please call 626-568-3665 or visit the website: www.pmcaonline.org

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