



## ***HEART OF THE SOUTH BRONX: TRADES***

**Photographed by Martine Fougeron**

**Curated by Elisabeth Biondi**

**May 17-July 19, 2014**

THE POINT's Art Container at the Campus for the Arts and the Environment  
1391 Lafayette Avenue, Bronx, New York, 10474

FOR IMMEDIATE RELEASE

THE POINT is proud to announce the opening of the newly refurbished Art Container with the exhibition *Heart of the South Bronx: Trades* photographed by Martine Fougeron, curated by Elisabeth Biondi. The opening is on May 17, 2014 from 5 to 8 pm and is open to the public.

THE POINT will present 42 color photographs and will be the first to exhibit an entire photographic project of the South Bronx industrial neighborhoods--Hunts Point and Port Morris. As Carey Clark, Visuals Arts Director at THE POINT and this project's producer notes: *"It is no surprise that Martine, as an artist, has been drawn to this subject and this landscape. Artists have a tradition of settling in such places and it seems simple enough that they would be happiest in places where things are being made. And it is also no surprise that Martine's vision has flourished in her surroundings and that, as all good art does, has transformed them."*

Fougeron's series began in 2011 soon after she moved to The South Bronx. She created portraits of workers, interiors, machines, processes, and products of these diverse industries. On the one hand, she focuses on century-old industrial steel production, scrap metal recycling, and scaffoldings. On the other hand, she portrays artisanal family trades like baking, printing, and hand-made bedding. She also includes recent activities near the Hunt's Point Food Market--custom prepping fish, crafting wooden boats, and creating green roof tops.

As Ms. Biondi remarks: *"Ms. Fougeron decided to cover photographically each trade in four different ways. Her compelling portraits focus on the working people; her striking landscapes place the project geographically; her environmental pictures are both informative and reflective; and her close-ups are simply beautiful abstractions. Together it adds up to a remarkable artistic document of Port Morris and Hunts Point."*

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### **Martine Fougeron**

Born in Paris, Martine Fougeron studied at Wellesley College and l'Institut d'Etudes Politiques de Paris. After a successful career as a creative director in the fragrance industry, Fougeron turned to photography, studying at the International Center of Photography in New York. Fougeron has mounted solo shows in Los Angeles, New York and Philadelphia and her work has also been exhibited internationally in China, France, Italy, South Korea, and Switzerland. Her work is held in major private and public collections including the Museum of Fine Arts, Houston and the Philadelphia Museum of Art. Fougeron is a regular contributor to The New Yorker and The New York Times. Her first monograph of intimate portraits of her adolescent sons will be published in 2014 by Steidl. She is on the faculty of ICP. She lives and works in The Bronx.

### **Elisabeth Biondi**

Until 2011 the Visuals Editor of The New Yorker Elisabeth Biondi left the publication to work as an independent curator, writer and teacher. To date she has curated '*Subjective/Objective*' and '*Under the Bridge*' for the New York Photo Festival 2011, and '*New Yorker Fiction/Real Photography*' at Steven Kasher Gallery. In fall 2011 her exhibition '*Beyond Words: Photography in the New Yorker*' was at the Howard Greenberg Gallery. An expanded version traveled to the Ullens Center in Beijing. Her exhibition '*Widely Different: New York City Panoramas*' was at the Seaport Museum. She is a Senior Thesis Adviser for SVA Graduate School. Her column '*Portfolio*' is published in '*photograph*'.

### **Carey Clark**

THE POINT's Visual Arts Director since 1996, Carey Clark has been instrumental in creating public art projects like '*The Village of Murals*'. This large-scale urban design project commissions artists and art groups to generate public art in all its forms that marks pedestrian pathways to various points of The South Bronx Greenway. The experience of working collaboratively in public art and as a set designer in theater has led to a commitment to make a "theater" of painting where artists of all ages and stripes participate in a neighborhood-up theory of culture-building, where a work of art becomes not just an end in itself, but an integral force in creating community - through shared imagination.

### **THE POINT**

A nonprofit organization dedicated to youth development and the cultural, economic and environmental revitalization of the Hunts Point section of the South Bronx. THE POINT's Arts and Culture Program is dedicated to the preservation and creation of South Bronx culture. THE POINT believes the area's residents, their talents and aspirations, are it's greatest asset. THE POINT's Theory of Change is the guiding principle behind all of its programs and projects. "*People in the community create the community in which they want to live.*"

### **About the Project**

Initiated by artist Martine Fougeron, The Trades Project was first previewed in an installation in baking trays at No Longer Empty's exhibit '*This Side of Paradise*' in May of 2102 at the Andrew Freedman Home. The project will continue with large scale photo-murals in the neighborhoods and a comprehensive book. This project functions on many levels: as art, documentary, and importantly as an agent of social engagement. Its process brings diverse elements of these neighborhoods together. In Hunts Point the residents and industries are often at odds. In this case, THE POINT, where creativity and community connect, will host an "industry forum" where the exhibition will be introduced to young people by industry captains (date TBA). The project also demonstrates the strong link between Port Morris and Hunts Point as industrial communities that have been divided by ill-conceived barriers, such as The Bruckner Expressway. It has been posited by urban designers working on preventive strategies for storm surge, that if these areas--contiguous and bound by the East River-- were perceived as such, solutions would emerge.

### **About the May 17th, 2014 events in Hunts Point**

The opening of *HEART OF THE SOUTH BRONX: TRADES* on Saturday May 17 will be the culmination of a rich array of events in Hunts Point on that day. All these events are within walking distance of each other:

- **10am to 2 pm** – *'It's My Park Day'*, a commemoration of a newly discovered slave burial ground at the Joseph Rodman Drake Park, an early nineteenth century burial ground for the landed gentry and the New York poet for which it is named. The program includes the following: from 10 am to 12 pm there will be a park stewardship (raking and mulching) and from 12 pm to 2 pm, there will be the unveiling of a new Historical sign, that honors the historical research done by PS48 students. The Park is located at Oak Point Avenue between Hunts Point Avenue and Longfellow Avenue, Bronx, NY, 10474.
- **12pm to 5pm** – *Female Flava*, an art/health fair hosted by **W.O.M.E.N.** "where our minds empower needs", THE POINT's young women's group at THE POINT, 940 Garrison Avenue, Bronx, New York, 10474.
- **2pm to 5pm** – *'Hunts Point in the Bronx: A Village of Murals'* - a walking tour by Carey Clark of mural and environmental justice sites in the neighborhood sponsored by the Municipal Arts Society and NOCD-NY (Natural Occurring Cultural Districts - New York). Exact location near THE POINT is given once reservations are made at: MASNYC.
- **5pm to 8pm** – *'Heart of the South Bronx: Trades'* by **Martine Fougeron** opening at THE POINT's Art Container at the Campus for the Arts and the Environment, 1391 Lafayette Avenue, Bronx, New York, 10474 (adjacent to Hunts Point Riverside Park along the Bronx River, Hunts Point subway stop on the 6 train).

### **About The Bronx Council for The Arts**

*'Heart of the South Bronx: Trades'* is made possible with public funds from the Bronx Council on the Arts through the department of Cultural Affairs' Greater New York Arts Development Fund Program.



### **For more information, please contact:**

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