

ORGANIZER BIOS

IAN GAMBLE is a multimedia artist with strong ties to artists, farmers & old time musicians in Rockingham County. As a maker, he toggles between carpenter, potter, sculptor & tailor. He has been a leader in transforming his family home into a living art project. Ian curated the residency, facilitated on-the-ground work & was also a lead artist.

RECKONHOLLER has hosted an eclectic family of gardeners, mechanics, artists, thinkers, tinkerers & talkers on an old tobacco farm in nearby Bethany since the mid 1900s. They call their house *Reckon Holler*, as it is a great place to hash out new ideas or share an old story. Over the course of a week, *Reckon Holler* hosted the artists-in-residence & project organizers in this convergence to create new work. The family led walks around the land, introduced artists to neighbors, supported project production, made delicious homemade meals with local garden ingredients & invited everyone to lie under the stars.

ELSEWHERE is a museum & artist residency set inside a former thrift store in downtown Greensboro, NC. With people & things, we build collaborative futures. In partnership with *Reckon Holler*, visiting artists, Ian Gamble & the Gamble Family, we supported the creation of new interactive works in honor of Madison's Bicentennial.

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Elsewhere Goes To Madison is supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.



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ARTIST BIOS

Adam Carlin (Greensboro, NC) is a social practice artist & Executive Director of *Greensboro Project Space*, UNCG Contemporary Art Gallery. Carlin facilitates opportunities for people to share ideas & create projects that highlight under-recognized histories, idiosyncratic activities & public dynamics.

Avery Cousins / ABCIV (Staunton, VA) is a new breed of designer, the Animist, channeling the voice of the material which speaks in silence. CloudBank Productions: a multi-format media group portraying People & Places in *Time Floating Circus*: in collaboration with Amazon Annie.

Jay Gamble (Madison, NC) is a longtime Elsewhereian & outsider artist who enjoys speculating on agriculture & architecture while tubing down the Dan River. Working situation & site-specifically, participation & collaboration are integral to Gamble's practice.

Karmella Fiebke / Amazon Annie (New York, NY) has made a career out of wrestling; she is a self-made producer, performer and promoter who has thrown a decade worth of concept parties in NYC. Her events include public participation as well as staged performances.

Rimona Law (Portland, OR) is a scrappy plumber, rookie mechanic & optimistic carpenter who makes interactive sculptures that investigate hidden intimacies of water, place & the body. Reimagining objects & architectures, she traces lines of material culpability & connection.

Sidney Stretz (Greensboro, NC) is an artist & educator who makes work about everyday struggles, strange social situations & failure. As an artist, she builds communities with a wide variety of people who look for creative solutions to their community-based dreams.

Additional support & special thanks to artists Kyra Gross, Riley Kleve & Nava Levenson.



Box Tire Mobile

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Welcome to *Box Tire Mobile*: a renovated 35-foot bus owned by Madison-based artist Ian Gamble. In anticipation of the Bicentennial events, Gamble partnered with *Reckon Holler* & *Elsewhere Museum* to invite 7 artists with connections to the region to create work inspired by Madison. Projects will be shared across the world with Elsewhere's national audiences to expand art practices & networks across the south & give visibility to creativity in rural areas of NC.

For more information visit: goelsewhere.org/rural

RIMONALA W

What's Underneath That Rock?

A collection of questions and reflections, *What's Underneath* brings together residents of Rockingham County to consider the ways in which wells make rural life both possible & precarious.

AVERY COUSINS

These Madison Times!

Visiting poet & wannabe Time-Traveler, Avery Cousins speaks every hour on the hour, sharing a brief history of Madison in casual conversation with locals to discuss rural life.

KARMELLA FIEBKE

Memory Lane Photobooth

Hop into the driver's seat & take a ride to remember! In this interactive installation, get dressed up, buckle up & get your picture taken in the bus's newly restored cockpit.



SIDNEY STRETZ

How To Wave In The Country

Waving to your neighbors is a customary sign signaling that you belong to the place in which you are traveling to & from. After studying & noting the variety of greetings used in Madison, Stretz illustrated each greeting via diagram for others to try on for size & discover the right type of wave for themselves.

ADAM CARLIN

Project #1 (outside various downtown Madison establishments)

Dick Cartwright is a Madison business owner who defined his establishment through the pet pig he put in front of his store to attract customers. Inspired by this story, Carlin placed videos of employees' pets in front of their business inviting festival attendees to learn more about these establishments & the animals they care deeply about.

Project #2

Carlin leads a performative exercise in storytelling through objects as a way for participants to dream new ways for businesses to collaborate. The stories will be compiled into a publication gifted to the aforementioned stores.

For more information on the projects, artists, organizers & rural residency please visit [goelsewhere .org/rural](http://goelsewhere.org/rural)