

FOR IMMEDIATE RELEASE

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Cambridge Arts Council Announces *TXTual Healing* Event in Central Square on Election Night, Tuesday, November 2, 2010

Cambridge, MA – Be a part of community story-telling on election night, Tuesday, November 2, beginning at 6 p.m., when Brooklyn-based street artist **Paul Notzold** brings *TXTual Healing* to Central Square. In this installment of his ongoing performance series, the artist will project interactive speech bubbles on a building in Lafayette Square (near the intersection of Main St. and Mass Ave). Everyone is invited to participate by sending a text message to a phone number provided in the projection. For more information, please call the Cambridge Arts Council at 617-349-4380 or visit www.cambridgeartscouncil.org.

Says Notzold, “Projecting in a shared public space gives participants a voice as loud as the corporate and government entities who financially predetermine the information in these spaces. *TXTual Healing* encourages the public sharing of thoughts, experiences and ideas using devices that typically support more private communications. The project harnesses the Short Message Service capabilities of the cell phone as a medium to interact with, and explore, our shared public and physical space – rather than a means to escape it.”

Text messaging has become an important political tool as candidates look for new and more effective marketing, fundraising, and get-out-the-vote strategies. As an alternative to this person-to-person system, Notzold's project offers a form of “free speech public address theater” in which the dialogue is spontaneous, open-ended, and user-driven. Bring your mobile phone and join in the election night conversation!

TXTual Healing is hosted by the Cambridge Arts Council, held in conjunction with the exhibition *Of, By, and For: New Work by Daniel Peltz and Paul Notzold* ongoing at the CAC Gallery through November 19. Organized by independent curator Liz K. Sheehan, *Of, By, and For* presents two models of artistic intervention into urban life that examine city structure, site, and community.

Paul Notzold is a new media artist and designer specializing in mobile and interactive technology. Notzold received his MFA from Parsons, the New School for Design's graduate Design & Technology program, where he later taught. *TXTual Healing* (www.txtualhealing.com) has been exhibited and performed internationally, appearing in publications including the recent Taschen volume *Trespass: A History of Uncommissioned Urban Art*, *The Economist*, *Wired*, *Time Magazine*, *Overspray* and the book *Street Art and the War On Terror: How the World's Best Graffiti Artists Said NO to the Iraq War*. In 2008 he was invited by the Obama campaign to set up the piece at stops in four states, and last summer completed a project with Shepard Fairey's Studio Number One in Los Angeles.

Photos are available for download from the last installment of TXTual Healing in Inman Square in August 2010:

<http://www.cambridgema.gov/gallery/?albumID=397&level=album>

The Cambridge Arts Council is supported in part by the City of Cambridge, the National Endowment for the Arts, the Massachusetts Cultural Council, a state agency, and the Cambridge Community Foundation.

Cambridge Arts Council – *Nurturing the Arts in Cambridge*

The Cambridge Arts Council exists to ensure that the arts remain vital for people living, working and visiting Cambridge. www.cambridgeartscouncil.org or 617-349-4380.

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