

For Immediate Release
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**OCMA REINSTALLS SCULPTOR CHARLES LONG'S
POPULAR INTERACTIVE INSTALLATION**

On view April 11–September 19, 2010



Museum visitors create their own works of art with Charles Long's *100 Pounds of Clay*, 2001; collection of the Orange County Museum of Art

NEWPORT BEACH, CA—This spring, the Orange County Museum of Art presents *100 Pounds of Clay*, an interactive installation by sculptor Charles Long (b. 1958). Originally presented at OCMA in 2001 and brought back again in 2006, this popular artwork begins its life as a minimalist sculpture made up of 100 one-pound blocks of perfectly formed, brightly-hued modeling clay, and subsequently evolves through sculptures molded by museum visitors, obliterating the “don’t touch” taboo of museum artwork. *100 Pounds of Clay* is on view April 11–September 19, 2010.

In this work Long reconsiders the modernist tradition of art by engaging museum visitors to shape each block of clay, which Long considers a representative material of childhood play. Visitors can mold, sculpt, and play with the blocks of clay in this interactive installation and as it collects the imprint of every gesture, it becomes both a visual and a physical record of human contact. Museum staff provide yet another element: as the pristine blocks are transformed into sculptural forms, the staff is instructed to replenish the work with fresh blocks here and there. When the installation is over, the molded clay will be recycled and made into a new work by the artist.



Charles Long, *100 Pounds of Clay*, 2001; collection of the Orange County Museum of Art

ABOUT THE EXHIBITION

Charles Long: 100 Pounds of Clay is organized by the Orange County Museum of Art and curated by Karen Moss, deputy director for exhibitions and programs at OCMA.

ABOUT THE ORANGE COUNTY MUSEUM OF ART

The Orange County Museum of Art is dedicated to enriching the lives of a diverse and changing community through modern and contemporary art. The premier visual arts museum in Orange County, California, OCMA serves a population of nearly three million residents in one of the fastest-growing metropolitan areas in the United States. The museum's program of dynamic solo exhibitions and landmark group shows links historical and contemporary art and ideas, bridges local and global perspectives, and embraces a diverse array of cultural activities and media.

MUSEUM INFORMATION

The Orange County Museum of Art in Newport Beach is located at 850 San Clemente Drive in Newport Beach, CA. Hours are 11 am to 5 pm, Wednesday through Sunday, with extended hours Thursdays from 11 am to 8 pm. Admission is \$12 adults; \$10 seniors and students; children twelve and under and OCMA members are free. All facilities are handicapped accessible. For more information, call 949.759.1122 or visit www.ocma.net.