



## **New Art Exhibit at Rosedale Examines Identity – from Latinx to Lizzo**

*Bishop/Iverson named Rosedale Center art curators, invites guests to view “Who You Are,” contemporary works by Minnesota artists centered on the theme of identity*

Kate Iverson and Mike Bishop of Minneapolis-based curatorial firm Bishop/Iverson have been named Rosedale Center’s new art curators. “As the retail landscape changes, so do our offerings. At Rosedale, we are pushing the envelope in many ways, one of which is to present an ongoing fine art experience that resonates with our evolving audience” says Rosedale Center Director of Marketing + Experience, Sarah Fossen. “Art is a universal language that brings people together. Just like we named a Fashion Director, Jahna Peloquin, we are naming Art Curators, Bishop/Iverson.”

Bishop and Iverson have collaborated for over a decade to produce, curate, and promote art exhibits, events, and more for award-winning galleries, museums, global brands, and businesses. Mall visitors may recall the Bishop/Iverson-curated “Easter Egg Hunt (Not That Kind)” art experience this past April, which invited the public to discover 50 art installations placed throughout Rosedale’s common space. A handful of the installations remained through the summer, including work by notable Minnesota artists Bobby Rogers, Caitlin Karolczak, and more. The new, incoming installation “Who You Are” will feature work by Xavier Tavera, Pao Houa Her, Maiya Hartman, and Wes Winship.

“Our work with Rosedale Center is an exciting opportunity to share the work of emerging and established Minnesota artists with the broader public,” says Iverson, “We plan to exhibit art that’s not only visually interesting, but also speaks to the diverse cross-section of people that visit the mall every day. By sharing a variety of perspectives

through a visual lens, we hope to present art in a meaningful way that inspires those who view it."

"Who You Are" is on view Thursday, September 19th through the holidays, with pieces set in four locations on the first and second floors of Rosedale Center.

"As Rosedale's curatorial team, we plan on creating rotating exhibit programming that follows connecting themes, such as the current subject of 'identity' and more," says Iverson. "Curating for public spaces is a unique challenge in the sense that it's a chance to not only excite and surprise viewers, but also help people feel seen through inclusive narratives."

The majority of artists involved in "Who You Are" work in themes that correlate with their own identities and cultures; from Pao Houa Her's vivid photography work highlighting both contemporary and traditional Hmong aesthetic, to Xavier Tavera's striking portraiture revolving around Latino and Latinx identity. Emerging artist Maiya Hartman's work focuses on cultural, gender, and queer identity, while Wes Winship's larger-than-life Lizzo portrait is a colorful representation of a Minnesota-grown musical icon whose message of self-love is currently resonating across the country.

"Our curatorial process involves considering visual impact, context, theme, and space." Bishop explains, "We take into consideration how each piece is displayed and how people may interact with it in any given environment. We also include short written statements that give the public a chance to connect further and gain an easy understanding of who/what/why."

What if some find the idea of art a bit challenging? Iverson says, "Simply put, we look to tell visual stories that people can relate to, build community equity in public spaces, and take the intimidation factor out of art experiences."

### **About Rosedale Center**

Rosedale Center is centrally located between the Twin Cities of Minneapolis and St. Paul. Rosedale Center is a 1,218,861 square foot shopping center featuring 160 retailers including AMC Theatres, JCPenney, Macy's, Rose & Loon, and Von Maur. Rosedale Center attracts more than 14 million visitors annually and is rated a top shopping destination in Minnesota. For more information on stores, events, and programs, please visit [rosedalecenter.com](http://rosedalecenter.com).

# ROSEDALE CENTER

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