Join Guilford College Art Gallery and experiential artist and human rights activist

MOLLY GOCHMAN ’01
Guilford College Art Gallery
Monday, November 14, 2016
6PM – 7:30PM
Light Refreshments Served

6PM Meet & greet reception

6:30PM Welcoming remarks by President Jane Fernandes
Presentation of the 2016 Young Alumni Achievement Award by James E. Tatum ’03, President of the Guilford College Alumni Association

6:45PM Artist’s Introduction by Terry Hammond ’81, Founding Director & Curator
Remarks and slide presentation by Molly Gochman ’01 about the evolution of her art from object-based sculpture to experiential-based projects such as the Red Sand Project, a participatory artwork created to raise awareness of vulnerabilities that can lead to human trafficking or exploitation.

Molly Gochman and Guilford College students will offer two simultaneous Red Sand Project events on Nov. 14 at 12:45PM, one in front of Founders Hall and another downtown, sponsored by Guilford’s Amnesty International Club, at the Self Help Building (on the corner of Elm Street and Friendly Ave).

Red Sand Project’s sidewalk interventions invite participants to take the time to find and fill a sidewalk crack with red sand and to then document the sidewalk transformation on social media using #RedSandProject. These interventions remind us that we can’t merely walk over the most marginalized people in our communities – those who fall through the metaphoric cracks. The simple act of placing sand in a crack or posting a photo on social media may seem inconsequential, but small actions can help raise awareness of the issues facing those who are overlooked. Interventions have taken place in all 50 United States and in more than 70 countries around the world – by schools, campuses, hotels, businesses, private residences, in city centers and in other public places.

For more information contact Terry Hammond at thammond@guilford.edu