

The Pink & Blue Projects

explore how we are defined by the objects that we mass-produce, play with, wear and throw away. Made up of thousands of inexpensive pink and blue products, the eye-popping installation gives dramatic form to what we think we know about gender, marketing, and consumption.

Consider the color-coding of the toy section in mainstream stores: there is no mistaking which aisles are meant for boys and which ones for girls. The packaging and products themselves are clearly marked, branded with the identifying dominant pink or blue color. Girls are sold pink princesses, plastic play dishes, vacuums, fake nails, hair clips, dress-up tutus and makeup, and baby dolls. Boys are sold superheroes, plastic work tools, trucks, shovels, pails, toy guns, sports clothes, balls, and bats. Colors signal our identity. From the time we are born, pink or blue pacifiers are popped into our mouths as gender markers. Babies are wrapped in pink or blue blankets, and dressed in pink or blue caps and onesies. This color-coding remains with us to the grave with pink fake flower grave markers for Mom and blue ones for Dad. Portia Munson's work invites us on a journey into the massive amounts of plastic in our own lives.



About the Artist

Portia Munson is a visual artist who works in a variety of media including installation, painting, photography, and sculpture. Solo shows include exhibitions at PPOW Gallery, Yoshii Gallery and White Columns in New York City, among others. Her work has been exhibited throughout the US, Canada & Europe in such venues as the Museum of Contemporary Art in Helsinki, Finland; the Kunsthallen Brandts Klokkefabrik, Odense, Denmark; and in New York City at the New Museum, Ace Gallery, Exit Art, DC Moore Gallery and Affirmation Arts. Munson has taught at the Yale School of Art, Vassar College and SUNY Purchase. She holds a BFA from Cooper Union and an MFA from Rutgers University, and has received fellowships from Yaddo, MacDowell, Skowhegan, Fine Arts Work Center Provincetown, Art Omi, and others. Her work has been reviewed and written about in many publications including *The New York Times*, *Art in America*, *Newsweek*, *Harper's*, *USA Today*, *The New Yorker*, *Flash Art* and *Artforum*. Munson lives in the Catskill Mountains of New York with her husband, Jared Handelsman, and their two children.

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KIDSPACE: A Three Museum Partnership

The Clark Art Institute, Williams College Museum of Art, and MASS MoCA work together on Kidspace at MASS MoCA, a contemporary art gallery and workshop space for children. Opened in January 2000, Kidspace promotes the understanding and teaching of art through experiential learning opportunities. School programs include artist residencies, multiple gallery visits, teacher workshops, and educational materials, and are designed for elementary schools in North Adams, Florida, Clarksburg, and Savoy, Massachusetts. Kidspace organizes after-school programs for local elementary and middle school students. Working with Kidspace staff and artists, students and teachers learn new ways to connect contemporary art to their classroom activities and to their everyday lives. The public is also invited to visit during Kidspace public hours to view exhibitions and make art.



Public Hours

Wednesday–Monday, 11am to 4 pm
Art-making on Friday, Saturday and Sunday

Public Programs

Grab one of our programs with information about special tours and public art classes. Birthday parties can be held in Kidspace during off hours.

Admission

Admission to Kidspace is free. Donations are gladly accepted and are used to support educational programming and supplies.

Contact

(413) 664-4481 ext. 8131
www.kidspace.massmoca.org
kidspace@massmoca.org



KIDSPACE @ MASS MoCA

Color Forms I

Pink & Blue Projects

by Portia Munson

Blue Bed, NASCAR bed filled with found blue objects, 2010.

Try completing these activities at home!

Consuming Colors

After viewing Portia Munson's exhibition, take inventory of your own pink and blue objects. Count how many of each color can be found in just one room in your house.

HINT: WE SUGGEST A KITCHEN OR BEDROOM

How many?

How many?



Knitting. Pink yarn and muscle men, 2000-2010.



Pink Child & Blue Child. Found pink and blue objects, steel frame cases, 2010.

Consumption Break

Try living one day without:



Viewing TV



Spending money



Texting



Social networking
(FACEBOOK, E-MAIL)

Note in a journal how it felt to disconnect. Could you do this for more than one day? Would it be easier to disconnect on a particular day of the week?

Pink & Blue Phrases

On another sheet of paper, draw pictures illustrating some of these phrases:

Pretty in pink
Tickled pink
In the pink
Pink slip
Pink elephants

True blue
Once in a blue moon
Blue plate special
Blue streak
Blue in the face