

# MASS MoCA

## For Immediate Release

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## Revised 2024 Spring / Summer Exhibition Schedule *25th Anniversary Programming Updates*

**NEW OPENING DATE: AUGUST 24, 2024**

**Osman Khan: *Road to Hybridabad***

**MASS MoCA, Building 4**



In *Road to Hybridabad* — his first solo museum exhibition — Detroit-based artist Osman Khan re-reads the magical and fantastical figures found in folktales and lore, with a particular focus on those from South Asia, the Middle East, and other Muslim and immigrant traditions. Khan interprets these figures through contemporary technologies through a new body of multimedia work that includes a ten-foot-tall animatronic djinn head, a forest of telephone poles with djinns atop them, drone-powered flying carpets, a boundary wall-destroying sound system, a fountain of endlessly flowing honey, and a robot-like sculpture that is in fact a storytelling “Scheherazade AI.” The sprawling exhibition invites visitors on a journey across borders, through time, and between legend and history, encouraging reconsideration and rewriting of narratives around identity, difference, and power reflected in the tales we tell ourselves.

Originally scheduled for late May, the opening shifted to August to allow additional time for MASS MoCA's creative team to build and prepare elements of this major new commission in collaboration with the artist. The MASS MoCA Members' opening celebration will now take place on Saturday, August 24, 6-8pm, with a public conversation with Khan on Sunday, August 25, at 2pm.

## **EXTENDED THROUGH JUNE 30, 2024**

**Joseph Grigely: *In What Way Wham? (White Noise and Other Works, 1996-2023)***  
**MASS MoCA, Building 4**



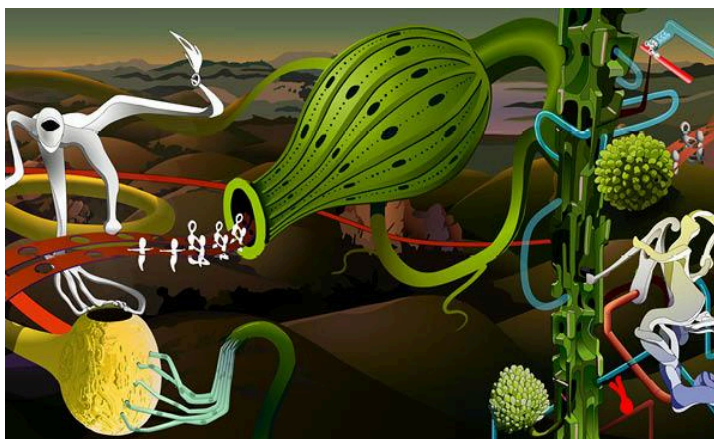
*In What Way Wham? (White Noise and Other Works, 1996-2023)*, artist Joseph Grigely asks us to think deeply about human communication, about the formal and informal qualities of language, and about what happens when language is rendered inaudible. The exhibition occupies MASS MoCA's ground-floor galleries, and includes a new, monumental, installation consisting of two intersecting oval rooms that surround the viewer with thousands of handwritten conversation papers passed between the artist and friends and colleagues over the course of three decades.

Grigely is a native of Western Massachusetts. He was born and raised in East Longmeadow, where at the age of ten he fell down a hill and became completely deaf. At this point, he began a journey that he describes as "watching the world with the sound turned off," paying close attention to language, communication, and the vagaries of human interaction. His appreciation of language – deepened through his pursuit of a PhD in English literature at Oxford University – extends to celebrating the beauty of inconsequential daily exchanges, and using them to create artworks of understated complexity.

**Joseph Grigely: Guided Tour & Artist Talk**  
**April 27, 2024, 1pm, Free with museum admission**

On April 27, MASS MoCA will celebrate and acknowledge the diverse community who helped stage Joseph Grigely: *In What Way Wham? (White Noise And Other Works, 1996-2023)* with a Deaf Experience Tour of the exhibition with our Deaf Experience guides — Kristin Johnson, Stephen Braithwaite, and Cai Steele — and ASL interpreters. Afterward, Grigely discusses the experience of presenting the work to the public and the evolution of the guides' thinking in the nine months they've each spent leading the Deaf Experience Tours at MASS MoCA. For more information about Joseph Grigely: Deaf Experience Tours with ASL guides and interpreters, visit the [website](#) or contact MASS MoCA at [groups@massmoca.org](mailto:groups@massmoca.org).

**JUST ANNOUNCED: ON VIEW JUNE 8 – SEPTEMBER 15, 2024**  
**Chris Doyle: *The Coast of Industry***  
**MASS MoCA, Building 5**



MASS MoCA alumni artist Chris Doyle's work highlights the precarious moments we face in attempting to care for the natural world, resulting in narratives built around themes of interconnectivity and the tension between the individual — and the group — in a culture fiercely devoted to progress. His video animation, *The Coast of Industry* runs nearly 300 feet along one wall of Building 5, like a vast panoramic scroll. *The Coast of Industry* is inhabited by a family of machines that have learned to work together in concert with the natural world in loops of perpetual labor. Like organs of a body, the machines are interconnected and each has a discrete function that contributes to the life of the larger organism. For the machines, repetition has a calming effect, and though it doesn't expand, the system thrives.

In honor of MASS MoCA's 25 years of unparalleled creative incubation and artistic creation, Doyle developed a second video animation, titled *Raise the Roof*, that runs May 25–27, 2024 and includes stylized animated versions of exhibition and performance moments from MASS MoCA's history including Nick Cave, Xu Bing, Laurie Anderson, Wilco and more.



## IMMERSIVE EXPERIENCE: RUNS MAY 9 – SEPTEMBER 2

Robin Frohardt: *The Plastic Bag Store*

MASS MoCA, Building 1

Tickets \$25



MASS MoCA, in association with Williamstown Theatre Festival and produced by Pomegranate Arts, presents Robin Frohardt's guided and immersive, multimedia experience *The Plastic Bag Store* that creatively addresses global climate concerns through art, humor, and a critical lens. Frohardt has meticulously hand-sculpted thousands of items, including produce, meat, dry goods, toiletries, cakes, and sushi rolls, using discarded plastic bags that have been thoroughly washed and ingeniously upcycled. Visitors will step into a vibrantly heightened, tongue-in-cheek supermarket setting meant to spark critical reflection on our culture of consumption and convenience. Frohardt repurposes 2-liter bottles as "Plastic Dew," orange tarp becomes carrots, plastic caps are "capperonnis" on faux frozen pizzas, and "free-range" plastic bags transform into a dozen eggs. Visitors can also be on the lookout for plasticized regional items on the shelves.

### About MASS MoCA

In May 2024, MASS MoCA will celebrate its 25th anniversary under its new Director, Kristy Edmunds, not only as a contemporary art museum and performing arts venue, but also as a creative campus with a regional, national and global impact. MASS MoCA is one of the world's liveliest centers for making and enjoying today's most evocative art. With vast galleries and a stunning collection of indoor and outdoor performing arts venues, MASS MoCA is able to embrace all forms of art: music, sculpture, dance, film, painting, photography, theater, and new, boundary-crossing works of art that defy easy classification. From its beginnings as the major textile mill Arnold Print Works in the mid-19th century, to its days as the Sprague Electric Company in the mid-20th century, to its current iteration as a globally renowned contemporary art museum and fabrication center, the 16-acre MASS MoCA campus has a rich history of serving as the economic engine of the city of North Adams and the surrounding region. For more information about MASS MoCA, visit [www.massmoca.org](http://www.massmoca.org) or follow us on Instagram at [@massmoca](https://www.instagram.com/massmoca).