

PRESS RELEASE

Contact: Alexa Favata, Associate Director

favata@arts.usf.edu

Tel: 813-974-4133

The Institute for Research in Art (IRA) at the University of South Florida, Tampa, is proud to announce **InsideART**, an innovative web-based visual literacy program that integrates social studies with contemporary art in an examination and discussion of critical societal and historical issues. This secondary school program is provided free of charge to all teachers and students by the IRA, and it can be accessed at the following site: <http://www.ira.usf.edu/InsideART/>

insideART

InsideART is a learning-based initiative associated with the exhibition program of the University of South Florida Contemporary Art Museum (USFCAM). Using a variety of web technologies and media, including video, web-based dialogues, and social media, **InsideART** presents critical issues to students and invites them to engage and connect with these issues in the context of contemporary art. By exploring art that encompasses a variety of relevant topics, students are allowed to move from the role of spectator to that of engaged viewer and then participant, and encouraged to build interpretive skills vital to success in learning. Rich in dynamic and informative content, **InsideART** serves as both an excellent supplement to Museum visits and as an effective stand-alone educational unit.

The 2010 edition of **InsideART** focuses on the USFCAM exhibition *Carlos Garaicoa: La enmienda que hay en mí (Making Amends)*, August 23 – December 11, 2010. Inspired by the architecture and culture of his native Havana, Cuba, Garaicoa explores issues relevant to contemporary society including urbanism, politics, history and human rights. He incorporates drawing, photography, sculpture and text in dramatic, large-scale installations as well as precious miniatures.

InsideART is designed for classroom use in grades 6-12. The first phase of this project presents six (6) complete lessons that fully meet *National Council for the Social Studies Standards* and the *Florida Standards for the Arts*. Additional lessons will be added as appropriate new exhibitions are presented at USFCAM.

The **InsideART** program is sponsored in part by the State of Florida, Division of Cultural Affairs, the Florida Council on Art and Culture, and the National Endowment for the Arts. Assistance is also provided by The SEA Foundation, USF College of The Arts, USF College of Education, USF Patel Center for Global Solutions, and the Hillsborough County School Board.

The USF Contemporary Art Museum is accredited by the American Association of Museums. The Institute for Research in Art is recognized by the State of Florida as a major cultural institution and receives funding through the State of Florida, Division of Cultural Affairs, the Florida Council on Art and Culture, and the National Endowment for the Arts.