

**A.P.E. Ltd.** Available Potential Enterprises, Ltd.

June 6, 2017

FOR IMMEDIATE RELEASE

**THE DEBRITI SHOW**

An interactive installation by **JonMarc Edwards**

July 1 – July 22, 2017

**Artist Reception: Friday July 14 5-9PM**

**A.P.E. Gallery**

126 Main Street, Northampton, MA

Hours: Tuesday-Sunday 12-5, Friday 12-8

413-586-5553 / [apearts.org](http://apearts.org)

“The Debriti Show” is brought to you by A.P.E.’s 2017 summer series **ARC**, *activate, research, create*. **ARC** is A.P.E.’s second curated summer program – continuing the investigation of a contemporary art gallery as an active space within the community. This summer, from June 26 to August 5, 2017, we will host four projects that consist of collaborative performance, a textual interactive installation, video installation/live performance, and immersive sound installation. During each project, lasting one to two weeks, the artist will create and shape work in the gallery space, which will be open to the public through a variety of workshops, performances, and interactive installations.

From July 7 – 22, “The Debriti Show” will occupy the A.P.E. gallery. “The Debriti Show,” created by **JonMarc Edwards**, is an interactive installation that comments on the power of language and communication. It is set in what at first appears to be an apothecary or medical marijuana dispensary, but rather than weed, it dispenses text, words and poetry. The various typefaces are made from biodegradable materials and sold by the word, poem or weight. Participants of the Debriti Show are encouraged to explore their relationship to language by exploring texts *physical* form or by asking one of the “word-tenders” for their guidance. In our current political climate and in a world where much of our communication takes place in 140 character tweets, the Debriti Show could not be more timely!

*“Debriti represents a new relationship with language. Debriti goes beyond the inherent “meaning” contained in letter and words and taps into text’s physical concrete attributes and releases an energetic force that can possibly transform your daily life.”*

<http://debritishow.com>

**JonMarc Edwards** is a Los Angeles-based conceptual artist and painter. He is best known for his work that transforms composed writings into concise, legible pictographic paintings, sculptures and prints. **JonMarc** has recently finished “The Truth Collection,” an edition of fifty crystal sculptures for Geffen School of Medicine at UCLA. Currently Jonmarc is exhibiting “The Debriti Show! A Textual Experience” throughout Southern California.

<http://www.jmeart.com>

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