

A WHOLE NEW APPROACH TO MODERN ART

ArtQuest Launch Party August 8 from 4 - 6 p.m. at the Wilber Mansion

Science and art - two distinctly different disciplines - combine to create an exciting new family-fun adventure called ArtQuest. The hunt for art treasure will begin at 4 p.m. August 8 at the Galleries at Wilber Mansion in Oneonta with a launch party.

In this ingenious high-tech adventure, visitors use a Global Positioning System (GPS) to locate unique, interactive art forms such as a living willow maze and sculptures capturing wind to make sound and light to make shadow. Other installations invite geocachers to add their own poetry and handiwork. The event is free and open to the public. A brief press conference will be held to demonstrate how ArtQuest GPS tracking works, and participating artists will be on hand to discuss their art work. Laptops will be placed throughout the gallery so that visitors can click on ArtQuestGeocache.org, the newly launched Web site and access latitude and longitude coordinates for these hidden treasures. The launch party is catered and sponsored in part by Brewery Ommegang.

Sculptures are hidden at 11 secret, family-friendly destinations in the foothills of the Catskill Mountains near Cooperstown. The ArtQuestGeocache.org Web site also has visitor information about each location including things to do, admission fees and hours of operation.

Individuals who visit at least 10 of the 11 sites qualify to win two Cobia 29er trail bikes value at \$1,800. They simply return to ArtQuestGeocache.org to complete an online survey about their experience. The bikes will be on display during the launch party; which will be set against the Galleries' newest exhibit titled "Voice!" showcasing the statewide juried exhibit showcasing the talented works of artists with developmental disabilities.

The Upper Catskill Community Council of the Arts received funding for this program from the Cultural Tourism Initiative, a project of the Arts & Business Council of New York and the New York State Council on the Arts. ArtQuest is a partnership between the Upper Catskill Community Council of the Arts and Cooperstown/Otsego County Tourism. ArtQuest sculpture installations are made possible with funding support from New York State Senator James L. Seward.

Initiated by the Upper Catskill Community Council of the Arts (UCCCA) and Otsego County Tourism, ArtQuest is funded by the Cultural Tourism Initiative, a project of the Arts & Business Council of New York and the New York State Council on the Arts. With the exception of a few site locations, it will be open to explorers year round through July 31, 2009.

The hunt begins August 8 at ArtQuestGeocache.org, where you will also find a helpful lodging and trip planning link to ThisCooperstown.com.