

## MEMORIAL ART GALLERY PRESENTS

### *De'VIA: The Manifesto Comes of Age*

November 7, 2019 through February 16, 2020.

Rochester, NY, October 28, 2019 — The Memorial Art Gallery of the University of Rochester (MAG) is pleased to announce [De'VIA: The Manifesto Comes of Age](#) will be on view from November 7, 2019 through February 16, 2020.

In 1989 a group of Deaf artists and a Deaf art historian convened to discuss contemporary art by Deaf artists. Recognizing a growing body of work that explicitly explored Deaf culture and Deaf experience, the group issued a manifesto that proclaimed a new genre of art, articulated its defining features, and named it: De'VIA: Deaf View/Image Art. The exhibition at MAG will feature work by the genre's precursors, founders, and artists whose work, while they may not specifically identify with De'VIA, reflect the movement's enduring influence. The exhibition draws principally from the permanent collection of RIT's [Dyer Arts Center](#), which is located on the RIT campus at the [National Technical Institute for the Deaf](#).

With one of the largest Deaf communities in the country, Rochester is often referred to as the country's most Deaf-friendly community, a reputation earned in part thanks to its strong educational commitments to Deaf Education, starting in 1876 with the founding of the Rochester School for the Deaf, and the National Technical Institute for the Deaf, which was founded in 1965. Commented Tabitha Jacques, Director, Dyer Arts Center, NTID, "The Dyer Arts Center is thrilled to have selections of the permanent collection on display at the MAG. The works are such a valuable part of our Deaf community, and it is an amazing opportunity for visitors to see those gems."

#### About De'VIA

"De'VIA represents Deaf artists and perceptions based on their Deaf experiences. It uses formal art elements with the intention of expressing innate cultural or physical Deaf experience. These experiences may include Deaf metaphors, Deaf perspectives, and Deaf insight in relationship with the environment (both the natural world and Deaf cultural environment), spiritual and everyday life." —The De'VIA Manifesto May, 1989

#### About The Memorial Art Gallery

The Memorial Art Gallery showcases visual art from antiquity to the present day, including an outdoor public Centennial Sculpture Park. In addition to its permanent collection, MAG offers a year-round schedule of special exhibitions, lectures, concerts, tours, after-hours social events, and family activities.

Hours: Wednesday–Sunday 11 am to 5 pm, and until 9 pm on Thursdays and select Fridays. Closed Mondays and Tuesdays.

Admission: \$15; senior citizens, \$12; college students with ID and children 6–18, \$6. Always free to members, University of Rochester faculty/staff and students, and children 5 and under. Half-price general admission Thursdays from 5–9 pm is made possible in part by Monroe County. For more information, call 585.276.8900 or visit [mag.rochester.edu](http://mag.rochester.edu).

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Press contact: Meg Colombo (585) 276-8934 / [mcolombo@mag.rochester.edu](mailto:mcolombo@mag.rochester.edu)

MAG Contact: Rachael Brown, Director of Marketing and Engagement: 585.276-8937 / [rbrown@mag.rochester.edu](mailto:rbrown@mag.rochester.edu)



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