

— FOR IMMEDIATE RELEASE —

**TSAO AND MCKOWN ARCHITECTS
CONCEIVE, DESIGN, AND EXECUTE
NEW INSTALLATION AND EXHIBITION
FOR THE PROVINCETOWN ART ASSOCIATION AND MUSEUM:**

Re[Framing] Provincetown: Animating History Through Sharing



PROVINCETOWN, Massachusetts, August 25, 2014. [Tsao and McKown Architects](#) are pleased to have conceived, designed, and executed a new installation and exhibition for [The Provincetown Art Association and Museum](#) (PAAM) in conjunction with their PAAM100 centennial celebrations.

Re[Framing] Provincetown: Animating History Through Sharing engages passers-by to focus their thoughts on the character and qualities of public places in the historic village of Provincetown, Massachusetts. By framing views toward specific sites while simultaneously offering up historic photos or paintings of those sites, there is food for thought about what may have physically changed and how the qualities and character of the places may have changed as a result.

Re[Framing] Provincetown: Animating History Through Sharing intends to induce the residents and many visitors to Provincetown to be more aware of their built environment. Led by Calvin Tsao and Zack McKown, the firm seeks to enhance people's conscious awareness of the world surrounding them, believing that through increased awareness there will come better understanding about many things in

our communities, including the public's potential to help shape their shared environments. Additionally, the exhibit seeks to motivate individuals to share with the community their perceptions and perspectives on the town's history, and on today's Provincetown (i.e., tomorrow's history).

INSTALLATION THROUGHOUT PROVINCETOWN (through October 31, 2014)

The **Re[Framing] Provincetown** installation includes a series of twenty-six diptych frames positioned in strategic locations throughout Provincetown each of which displays an historical photo or painting adjacent to a "live" view framed in the same proportions. By allowing people to connect history and the present, the frames become tools to identify changes both subtle and major between then and now.

(See a map of all the frame locations at <http://www.tsao-mckown.com/wp/wp-content/uploads/2014/08/ReFraming-Provincetown-Leaflet-Map-and-Key.pdf> .)

An invitation printed on the reverse sides of the frames (and on leaflets distributed by PAAM throughout Provincetown) asks all interested individuals to please submit their stories, memories, photographs (old and new), postcards and notes about Provincetown, to contribute toward a second part of the project, an exhibition to be held at the Museum from September 26 through October 26. Stories and images can be emailed to reframingptown@tsao-mckown.com , left in a drop box at the museum, or alternatively images can be posted to Instagram using the hashtag #REFRAMINGPTOWN.

RE[FRAMING] PROVINCETOWN: PART TWO (September 26 to October 26, 2014)

The collected stories, memories, photos, and notes will become the core of Part Two of **Re[Framing] Provincetown**. PAAM's Hoffman Gallery will host a trio of settings designed to engage visitors to share their thoughts, images and memories of Provincetown. First will be a long table for perusing new communal "scrapbooks" partially filled from materials collected during the first part of the exhibit. Visitors will also be encouraged to add their stories, photos, and recollections to the scrapbooks. Second will be a "living room" where one can watch some recently discovered historic films of Provincetown and share thoughts "across the coffee table" with others. A third area is planned to provide a recording booth to capture individual's oral histories and ruminations.

AN UNUSUAL MOMENT OF REFLECTION AND MEMORY ABOUT PROVINCETOWN

As an outdoor and "interactive" installation, **Re[Framing] Provincetown: Animating History Through Sharing** may be the most visible, but it is only one of four unrelated but complementary exhibits and books about current and historic observation of Provincetown's public places and buildings that are

happening almost simultaneously. This cannot have come about purely by coincidence. Perhaps there are some answers in the individual projects themselves:

The first of the three others is an exhibit currently on view at PAAM by the prominent local curator, Jim Bakker. Through October 26 *Provincetown in Print, Painting, and Photography* deals with the “historicity” of art and focuses on the connections between the literal and artistic interpretations of public places in Provincetown by presenting multiple views by different artists of the same locations. <https://www.paam.org/exhibitions/provincetown-in-print-painting-and-photography/>

Second, David Dunlap, a New York Times writer, is coming out with a book later this year entitled *Building Provincetown*. He presents a history of Provincetown as a mosaic comprised of the stories and images of nearly all the town’s buildings. Based on extensive interviews with the owners and current residents Dunlap shows us Provincetown’s rich social and cultural history up to the present day through the lens of the town’s built environment. This remarkable book doubles as a photographic architectural guide arranged street by street, in alphabetical order. <http://buildingprovincetown.com/>

And finally a book has just been published entitled *Provincetown Through Time* by Frank Muzzy <http://www.amazon.com/gp/search?index=books&linkCode=gs&keywords=9781625450890>, which presents vintage and current photos of various buildings and places around Provincetown. The author’s investigations and the intent of Tsao & McKown’s Re [Framing] Provincetown, as well as the concerns and timing of all four of these books and exhibits, are remarkably parallel.

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On beach behind The Crown and Anchor (Map Site 16)
Photograph, c.1880, Old Provincetown in Early Photographs,
Ruckstuhl, I. (1987). Dover Publications, Inc. New York.

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551 Commercial Street / Kendall Lane (Map Site 2)

Postcard, 19th Century.

Courtesy of www.remaininginprovincetown.com

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8 West Vine Street (Map Site 21)

Photograph, c.1900, from the Scrapbooks of Althea Boxell.
Courtesy of The Dowd Collection and The Provincetown
History Preservation Project

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Macmillan Pier (Map Site 11)
"The Steel Pier Arriving" by Nancy M. Ferguson.
Courtesy of the Napi and Helen Van Dereck collection.

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End of Webster Place (Map Site 17)
Photograph, 1921, from the Scrapbooks of Althea Boxell.
Courtesy of The Dowd Collection and The Provincetown
History Preservation Project

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The Breakwater Walk (Map Site 24)
'The Jetty' c.1920 by Margaret Harriet Hoke
Courtesy of the Arthur Cohen and Daryl Otte collection.