



July 19, 2011

For Immediate Release:

**PRODUCT PORCH** by **Specific Merchandise** and **Vitrine @ MCASD**

August 4, 2011 – January 22, 2012

Opening Event August 4<sup>th</sup> 7-10 PM at 1001 Kettner Blvd

**Specific Merchandise** and **Vitrine** are excited to announce their newest project:

**PRODUCT PORCH**, a six-month retail-experiment at the **Museum of Contemporary Art San Diego**. Invited by chief curator Kathryn Kanjo, Brooks Hudson Thomas and Blaire Dessent are taking over the downtown MCASD museum shop at 1001 Kettner Blvd. throughout the run of the Pacific Standard Time exhibition **Phenomenal: California Light, Space, Surface**.

Please join us at **MCASD's TNT** (Thursday Night Thing) on August 4 from 7-10 PM to celebrate the opening of **PRODUCT PORCH**.

Titled "**TNT: Emerge**," the evening focuses on emerging design, music, and taste.

Brooks and Blaire will be joined by David John of **You Have Been Here Sometime**

<http://youhavebeenheresometime.blogspot.com/>, the acclaimed art and interiors blog, for an informal discussion about the project from 6:30-7PM.

**PRODUCT PORCH** is the collaboration between Brooks Hudson Thomas and Blaire Dessent, who both grew up in La Jolla and are especially proud to bring their projects home to San Diego. Thomas operates the Los Angeles and Joshua Tree-based **Specific Merchandise**, a creative retail project offering artist-made furniture, editions, found objects, and artwork. Paris-based Dessent owns an online boutique called **Vitrine (thevitrine.com)**, presenting artists' editions, housewares, and personal accessories made by artists and designers from Europe and the United States. The two attended La Jolla High School together more than 20 years ago, but only met last year when their similar interests and business models brought them together. Both have backgrounds in contemporary art, Thomas as an artist, and Dessent as an art historian. After two informal collaborations in Los Angeles and in New York City, **PRODUCT PORCH** is their first official business partnership.

#### **Featured Artists & Designers**

Adónde

Karla Aguiñiga

Tanya Aguiñiga

Judie Bamber

Laurel Broughton

Design Bitches

Common Studio

Sarah Crowner

Stefania Di Patrillo

Miles Eastman

Fern

Louis Gabriel

Tamasyn Gambell

Christopher Haun

Stephen Johnson

Amanda Keeley

Kimmel Kids

Lem Lem

Tim Lewis

Makelike

Tim McAleece

Jason Meadows

Chuck Moffit

D'Ette Nogle

Notion Farm

Objeti

Taidgh O'Neill

Papaver Vert

Soledad Proaño

Brendan Ravenhill

Dino Sanchez

Scout Regalia

Susanna Rödder

Smockshop

Lauren Spenser King

Carla Tennenbaum

todosomething

Von Tundra

Winter Session

Woolly Pocket

Workstead

**PRODUCT PORCH** will serve as a laboratory for what a museum-shop could be. Featuring new design objects, furniture and accessories made by emerging and established artists and designers, the shop will serve as a destination for new design and creative retail in San Diego. Continually rotating merchandise along with a series of interactive programs inspired by the exhibition will offer a reason for people to continue to return to the Museum. The offerings at **PRODUCT PORCH** complement those featured in the X Store, the Museum's gift shop in La Jolla. The X Store offers a full range of books on contemporary art, architecture, photography, and culture, in addition to a selection of children's products, gifts items for the home or office, and personal accessories.

In addition to the debut of **PRODUCT PORCH**, this will also be the first opportunity for many people to view the work of artists Larry Bell, Mary Corse, and James Turrell, whose work is being installed on a staggered schedule leading up to the official grand opening of **Phenomenal: California Light, Space, Surface** on September 25. Guests can also enjoy cocktails, art-making activities, artist talks, and live music by San Diego Music Award nominees.

#### PROJECT CONTACT

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#### MUSEUM OF CONTEMPORARY ART SAN DIEGO (MCASD)

Founded in 1941, the Museum of Contemporary Art San Diego (MCASD) is the preeminent contemporary visual arts institution in San Diego County. The Museum's collection includes more than 4,000 works of art created since 1950. In addition to presenting exhibitions by international contemporary artists, the Museum serves thousands of children and adults annually at its varied education programs, and offers a rich program of film, performance, and lectures. MCASD is a private, nonprofit organization, with 501c3 tax-exempt status; it is supported by generous contributions and grants from MCASD Members and other individuals, corporations, foundations, and government agencies. Dr. Hugh M. Davies is The David C. Copley Director at MCASD.

Institutional support for MCASD is provided by the City of San Diego Commission for Arts and Culture.

[www.mcasd.org](http://www.mcasd.org)