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San Jose Institute of Contemporary Art

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## San Jose ICA Presents *The Word on the Street:* Neon Signs by Ray Beldner

**SAN JOSE, CA** – From March 28 – June 14, 2008, the San Jose Institute of Contemporary Art (ICA) will showcase *The Word on the Street*, neon signs by Ray Beldner installed in the gallery's front windows at 560 South First Street. *The Word on the Street* is part of the ICA's "Night Moves" installation series, an innovative program that gives the ICA a nighttime presence and animates the downtown cultural landscape by showcasing after-dark programming in the gallery's windows.

Ray Beldner uses language from homeless signs to make poetic neon versions that reflect sentiments of our own shortcomings, losses and desires. An expert in appropriation and unexpected collaborations, Beldner's work in part pays homage to Bruce Nauman's famous neon sign, *The True Artist Helps the World by Revealing Mystic Truths*. Responding to this statement, Beldner reveals human truths written by homeless individuals he has met on the street. Twisting what one would expect in a neon window display, Beldner's signs cleverly reflect on what it means to be an artist and a human.

Born in San Francisco, Beldner received a BFA from the San Francisco Art Institute and an MFA from Mills College in Oakland, California. He has participated in numerous solo and group exhibitions both nationally and internationally and his work can be found in many public and private collections including the Federal Reserve Board, Washington D.C., the Scottsdale Museum of Contemporary Art, Arizona, the Fine Arts Museums of San Francisco, the Oakland Museum of California, and the San Jose Museum of Art.

For more info about *The Word on the Street*, including pictures, please visit: [www.sjica.org](http://www.sjica.org) or contact Susan O'Malley at [susan@sjica.org](mailto:susan@sjica.org).

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The San Jose Institute of Contemporary Art (ICA) is dedicated to making contemporary art accessible and comprehensible to audiences of all ages and backgrounds through innovative and thought-provoking exhibitions that create a bridge between the artwork and the issues of everyday life. ICA hours: Tuesday through Friday, 10:00 am – 5:00 pm; Thursday, 10:00 am – 8:00 pm; Saturday, 12:00 – 5:00 pm; closed Sunday and Monday. Admission is free.

*The San Jose Institute of Contemporary Art gratefully acknowledge support from the David and Lucile Packard Foundation, the City of San Jose, the Andy Warhol Foundation for the Visual Arts, Arts Council Silicon Valley, the Adobe Foundation Fund, Silicon Valley Community Foundation, and the members of the ICA.*