

NEWS RELEASE
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Press Contact:

USF Contemporary Art Museum

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On February 20, USF College of The Arts Celebrates an Expansion of the Contemporary Art Museum in St. Petersburg Arts District

(TAMPA, FL – February 15, 2022) The USF College of The Arts invites the press and interested members of the community to attend a ribbon cutting ceremony celebrating the groundbreaking of **GENERATOR: USF Contemporary Art Museum**. This expansion of the USF College of The Arts and Contemporary Art Museum is located at The Factory in South St. Petersburg. **GENERATOR: USF Contemporary Art Museum** is an incubator of new ideas and a place for expanded artistic experimentation. Primarily focused on the moving image and time-based contemporary art, its 3,100 square-foot renovated industrial space has been reconceived as a dedicated home for exhibitions, public programs, and special projects that cultivate audience engagement and foster public exchange. Presenting works by national and international artists as well as local and regional artists, **GENERATOR: USF Contemporary Art Museum** will highlight the artistic talent in our area and add to the range of cultural opportunities in the Tampa Bay area.

Anticipated to open in fall of 2022, **GENERATOR: USF Contemporary Art Museum** builds upon the museum's distinguished history of innovative and bold programming while shining a light on untold stories and emerging voices as relayed through digital media, film, and advanced visualization technologies and platforms. Programming will address environmental, social, and political concerns; projects will focus on issues of equity and justice while using the unique perspective of artists to illuminate diverse knowledge, excluded histories, and practices for future resiliency in an uncertain time.

In partnership with [USF St. Petersburg](#) and the [City of St. Petersburg](#), the USF College of The Arts' **GENERATOR: USF Contemporary Art Museum** offers a new dimension to the established cultural community in the St. Petersburg arts district contributing to the city's prominence as an arts destination by offering free public access to an inclusive space for creative exploration, research, and experimentation. **GENERATOR: USF Contemporary Art Museum** has also received generous support from [The Factory](#), [Behar + Peteranecz architecture firm](#), and the [St. Petersburg Downtown Partnership](#).

EVENT INFORMATION:

Ribbon Cutting Ceremony

Sunday, February 20 at 1:30 pm

Located at The Factory

2622 Fairfield Avenue South, Building 8

St. Petersburg, FL 33712

RSVP to irarsvp@usf.edu

THE UNIVERSITY OF SOUTH FLORIDA

The University of South Florida, a high-impact global research university dedicated to student success, generates an annual economic impact of more than \$6 billion. Over the past 10 years, no other public university in the country has risen faster in U.S. News and World Report's national university rankings than USF. Serving more than 50,000 students on campuses in Tampa, St. Petersburg and Sarasota-Manatee, USF is designated as a Preeminent State Research University by the Florida Board of Governors, placing it in the most elite category among the state's 12 public universities. USF has earned widespread national recognition for its success graduating under-represented minority and limited-income students at rates equal to or higher than white and higher income students. USF is a member of the American Athletic Conference. Learn more at www.usf.edu.

THE USF COLLEGE OF THE ARTS

The College of The Arts is the creative center of the University of South Florida's Tampa campus. Dedicated to preparing students for careers in architecture, community design, art, art history, music, theatre, and dance, the College provides students with a hands-on learning environment where real-world exhibition, performance, and practice opportunities abound. Situated in a culturally rich metropolitan area, students and faculty participate in Arts research through interdisciplinary work, global explorations, and local community engagement in Tampa Bay. Learn more at www.usf.edu/arts/

THE USF CONTEMPORARY ART MUSEUM

USF Contemporary Art Museum (USFCAM) organizes and presents significant and investigative exhibitions of contemporary art from Florida, the United States and around the world. Serving as a teaching laboratory, USFCAM's curatorial and socially engaged initiatives and educational programs are designed to present the students, faculty, and community with current issues of contemporary art practice, and to explore the role of the arts in society. USFCAM publishes relevant catalogues, presents critically recognized traveling exhibitions and commissions new projects by national and international artists. USFCAM maintains the university's art collection, comprising more than 5000 contemporary art works. Learn more at www.ira.usf.edu/CAM/

