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Feed Me a Story Exchanges Treats for Secret Family Recipes

—Asian American Arts Alliance’s Locating the Sacred Festival launches in September with music, dance, visual, and literary arts from the Bronx to Staten Island—

(NEW YORK, 1 August 2012)— On Saturday, 15 September at 2 p.m., artists Laura Nova and Theresa Loong, in special partnership with Kim Ima’s Treats Truck Stop, invite the public to share family secret recipes in exchange for a treat with FEED ME A STORY at the Hester Street Fair (Essex Street, New York, NY 10002). Using a refreshment cart as a vehicle to cross cultural boundaries, the stories collected will focus on the sensorial memories that are held as sacred in family, food and community. This project is part of the Locating the Sacred Festival.

The 25-event, 12-day festival—which takes place in all five New York boroughs from 12 September to 23 September 2012—is a vibrant collaboration between artists of all disciplines with traditionally and non-traditionally sacred spaces all across the city, exploring together the meaning of the word “sacred” and its relevance in their communities. The festival opens on Tuesday, 12 September, 2012 at 8 p.m. at the Church of the Ascension in Greenwich Village with an innovative program of transcendental music bringing together new music artist Bora Yoon

with the South Asian Sufi devotional musicians of Riyaaz Qawwali. The festival is coordinated by the Asian American Arts Alliance, a non-profit organization that for 30 years has supported individual artists and small arts groups in New York.

“This amazing festival showcases the diversity and talent of the Asian American community, which now makes up more than 1 million people in New York, or 13% percent of the population,” said Andrea Louie, executive director of the Alliance. “The festival aims to promote artists as agents of change, demonstrating the power of art and culture to unleash imagination, break down barriers, and connect communities together for the greater good.”

"We are thrilled that Feed Me a Story is a part of the Locating the Sacred Festival and the Asian American Arts Alliance's efforts. It is important for us to share and record family recipes. Through this, we get a sense of history and memory from people of all faiths and cultural backgrounds in the food mecca that is New York," said artists Theresa Loong and Laura Nova.

In addition to such events as Chang-Jin Lee's giant inflatable Buddha installation on the East River, Dana Leong's sundown concert in the Skyroom at the New Museum, and Kelly Zen Yie-Tsai's 9/11-inspired spoken word theater world premiere, the festival will feature three panel discussions: "The Power of Sound: An Interfaith Exchange," "Damn It, I Want to Be Enlightened! Yoga, Meditation, and the Search for Balance" and "Making the Memory Sacred: Art, Human Rights, and Community." Other festival components include a sacred spaces map to which the general public can contribute and an online dialogue/blog, "Making the Memory Sacred: Art, Human Rights, and Community."

"The festival acts as a vehicle for the active collaboration—artistic, logistical and financial—of hundreds of artists, spaces and partners across the city" said Nico Daswani, Festival Director for the Alliance. "We now turn it over to all New Yorkers to share in the exceptional work that has been created through this process."

For a full calendar of events, biographies of all the artists, and details about all the collaborators, please visit www.locatingthesacred.org.

Stay updated

- On the web at www.locatingthesacred.org and at www.aaartsalliance.org
- On Facebook at (<http://www.facebook.com/pages/Asian-American-Arts-Alliance>)
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The Asian American Arts Alliance is dedicated to strengthening Asian American artists and arts/cultural groups in New York City through funding, promotion and community building. The Alliance helps support individual artists and arts organizations access and share resources online and in person. The Alliance builds community through programs that lead to peer-learning, collaboration, and professional development.