

FOR IMMEDIATE RELEASE:  
Wednesday, March 10, 2010



CONTACT:  
Allison Polish  
Director of Marketing, Scientific Properties  
(919) 967-7700 x155  
[allison.polish@scientificproperties.com](mailto:allison.polish@scientificproperties.com)  
<http://www.goldenbeltarts.com>

## **This Way! That Way! Which Way! What Way?**

Take a tumble *Down the Rabbit Hole* with Tama Hochbaum

DURHAM, North Carolina, March 10, 2010 – It is one of the most famous, classic tales in the world. But the characters you love are no longer in Wonderland. They are right here in Durham, North Carolina.

Tama Hochbaum's *Down the Rabbit Hole* offers us a re-imagined world through which viewers can explore Lewis Carroll's classic tale *Alice in Wonderland* in dazzling, distorted detail. Fittingly trippy, the composite photographs hint at a richly textured fantasy world that honors the 19th-century fairy tale while incorporating bits of Hochbaum's trademark style—and her daughter—in a starring role.

The nationally-renowned artist takes us on a whimsical journey through ROOM 100 with Alice and her friends; The Mad Hatter, Tweedledee & Tweedledum, The White Rabbit, The Queen of Hearts and many more, all recreated through special appearances by Hochbaum's family and friends. What is most extraordinary, perhaps, is that the series of photographs features her daughter, Claire, as Alice. She is an ordinary girl – imaginative and curious and thirsting for adventure. She is an ordinary girl, that is, until she finds herself instantly transported to a place that is anything but ordinary. A world filled with a talking caterpillar, a tart-stealing knave, and a Cheshire cat that can disappear and reappear in the blink of an eye. The modern, playful quality of Golden Belt's ROOM 100 gallery space in downtown Durham lends itself well to Hochbaum's ingenuity.

### **Curious and Curiouser**

From the time of her MFA studies in painting at Queens College, Hochbaum felt an affinity to Lewis Carroll, drawn, in particular, to Carroll's photographs of Alice Liddell—the inspiration for his Alice in Wonderland. Studying photographs within a larger, more encompassing, program of painting would turn out to be a foreshadowing of Hochbaum's move from painting to photography, 20 years later.

"In a certain way" says Hochbaum, "I've been making the same picture over and over for 35 years. The image I consider my first as an artist is an etching that uses photographs of my father and my grandparents in an imagined space, juxtaposed with columns, a checkerboard floor and dreamy foliage, not unlike many of the images of Claire in this series".

In 2008, Hochbaum was asked to participate in an exhibition depicting various artists' takes on Carroll's work, prompting her to dust off her daughter's copy of the story. After re-reading it, she was hooked. In the process of creating a single "illustration" for the exhibition, she became inspired to create an entire series of almost 50 composite photographs—presented now as *Down the Rabbit Hole*.

If you are a fan, then you truly owe it to yourself to check out this installation and view Hochbaum's gems up close. *Down the Rabbit Hole* will bring the magic alive for all ages, particularly as it coincides with the widely-anticipated release of Tim Burton's star-studded film version of *Alice in Wonderland*. Don your tea party finest, leave your sanity behind, and spend some time traipsing through ROOM 100.

*Down the Rabbit Hole* opens Friday, March 19 and runs through April 14. Opening reception is March 19 in conjunction with Third Friday Durham from 6-9pm in ROOM 100 at Golden Belt, 807 East Main Street, Building 3. Free and open to the public.

### **Follow the White Rabbit...**

And don't miss the exclusive preview of *Down the Rabbit Hole* on Thursday, March 18, at 7pm in ROOM 100. 100% of the proceeds from this benefit wine dinner with artist Tama Hochbaum will go towards supporting Durham Arts Council programs and initiatives. Journey through four courses of Wonderland-appropriate delights whipped up by chef Shane Ingram, paired with special selections from Chapel Hill Wine Company. Seating is limited and advance purchase of tickets is required. [Click here](#) for a menu, tickets and more information on this very special extravaganza.

### **About Tama Hochbaum**

Tama Hochbaum came to photography from painting, on a road that began with drawing and printmaking. She studied both, with Michael Mazur, at Brandeis University. She went on to study printmaking at Atelier 17 in Paris having been awarded, upon graduation, a Thomas J. Watson Foundation Fellowship for life/study abroad. She received her MFA in painting at Queens College in New York. Her work is included in the permanent collections of The Museum of Fine Arts, Boston and the William Benton Museum in Storrs, Connecticut.

### **About Golden Belt**

Former home to the Golden Belt Manufacturing Company, the 155,000 square foot, seven-acre, LEED-Gold certified campus in downtown Durham is listed on the National Register of Historic Places and includes six architecturally-significant buildings that house thirty-seven live/work residential lofts, thirty-five artist studios, a central gallery, a live music venue, event space, boutique retail stores, restaurants, and office space. This urban arts campus is at the epicenter of the growing arts-related critical mass in Durham's downtown. Since its opening in July 2008, Golden Belt has become a go-to, must-have place for creative pursuits, cultural events and a hip lifestyle in the Triangle. Golden Belt is located at 807 E. Main Street, Durham, NC 27701.

For more information about Golden Belt, visit [www.goldenbeltarts.com](http://www.goldenbeltarts.com) or contact Marketing Director Allison Polish by e-mail at [allison.polish@scientificproperties.com](mailto:allison.polish@scientificproperties.com) or by phone at 919-967-7700 x155.