

Gallery 263

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PRESS RELEASE FOR IMMEDIATE RELEASE

Artist reception Thursday, January 14, 6-8 pm
January 9 – February 2, 2010

In 1987 Hirota Hiromi and Hatano Takeshi patented the first single-loaf at-home bread machine, and by the early 90s these machines were available widely in the United States. By 2010, it seems that a large fraction of these handy devices have ended up on the shelves of thrift stores everywhere, for around \$15. On purely economic terms, a \$15 bread machine is a clear winner, but the real win comes not from a financial assessment, but from the smell of bread rising and cooking and the enjoyment of eating the finished loaf.

In January 2010, Gallery 263 will present *Bread Machine*, an installation show that resurrects these abandoned bread machines. The gallery walls will be loaded with rescued bread machines - none the same - and each of them will be functioning and churning out fresh bread throughout the month of January. Twitter ([g263bread](https://twitter.com/g263bread)) will keep the curious informed of when and what breads are coming out. A few antique toasters will also take part in the show, as will various bread machine inspired poetry and art pieces, including a video installation, with the images and sounds derived from the machines and the doughs and breads they make.

David Craft has created *Bread Machine* because he is continually chagrined at the under use of these fabulous and easy-to-use machines. Something as simple as putting two cups of flour, a cup of water, a teaspoon of yeast, and a tablespoon of oil into a machine, and hitting start should be well worth it. For 7000 years the earth has been yielding agricultural crops of wheat, and bread has come to be a symbol and form of sustenance and stability. Technology has made it so that even the over-worked urbanite can come home to a freshly made loaf of bread with minimal effort. And although taking the time to make bread by hand is preferable, this show extols the bread machine. At the end of the show, the machines themselves will be available for purchase, all proceeds supporting Gallery 263, Cambridge's non-profit art gallery and education space.

Bread Machine will be on view at Gallery263 from January 9 until February 2. For this show, the Gallery hours are Friday and Saturday, 2-6 pm. The artist reception will be held on Thursday, January 14 from 6-8 pm. For more details about this exhibit and the gallery, please visit www.gallery263.com.

For further information contact Annie Newbold, Director. 781-393-0000



Still from Machine I
running time: 4:45



Basement set II

There's something about breathing
when you can smell bread rising in the machine

like walking through a stand of birch
on Bear Mountain and plucking a green leaf
from a branch then tearing it in half

not so much substance or nourishment
as if bread sufficed or food could fill

my mother made bread late mornings
after I left for school and before she left for work
I came home to an empty kitchen but for
the smell of bread

when I opened the machine steam
snuck out the window past the yard
and up the mountain where tall grass shudders
in a pasture and an afternoon loses itself
in sunlight and wind

this is not philosophy there is no god in bread
no prayer in the mountain only the lightness
of odor

— Sarah Ehrich
Cambridge, MA
2010