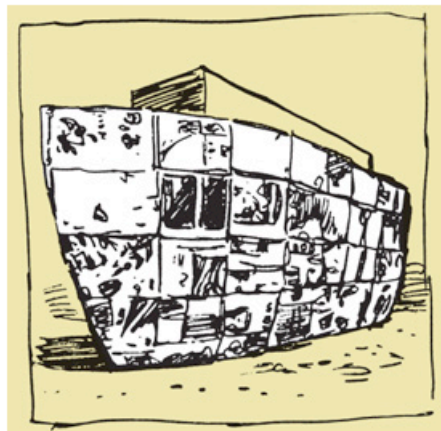


Good (good.is)  
August 4, 2010

# GOOD

## The NOLA 25

The New Orleans Issue > GOOD on August 4, 2010 at 3:00 pm PDT



### **Modern art to modernize the city**

After Katrina, a New York-based curator named Dan Cameron wanted to help New Orleans. As a specialist in the art-world phenomenon of biennial exhibitions (he ran them in Istanbul and Taipei), he was uniquely suited to bring an edgy art happening to a town that can tend to rely more on tourist traps than contemporary art to draw visitors. From November, 2008, through January, 2009, **Prospect.1** brought 42,000 people to its citywide collection of critically acclaimed exhibits from 80 international artists, generating an estimated \$23 million for the city. Due to fund-raising difficulties, Prospect.2 has been postponed until November, 2011, but stay tuned--Cameron is organizing a showcase of local artists from November through January called Prospect.1.5.

*-Molly Reid*

*Throughout The New Orleans Issue, you'll find short profiles of 25 of our favorite people, businesses, and organizations working in New Orleans right now. Illustrations by Mark Andresen.*