



THE TEXAS LYCEUM

FOR IMMEDIATE RELEASE
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Marfa, Happening!

**The Texas Lyceum to visit Marfa, Texas for its Quarterly Meeting taking place
Thursday, Aug. 8 through Saturday, Aug. 10**

(AUSTIN, TX) The Texas Lyceum is proud to announce its quarterly meeting in Marfa, Texas from Aug. 8 - 10. The meeting, which is entitled “**Marfa, Happening!**” will be the first Lyceum meeting to take place in Marfa in the 33 years of the Lyceum’s existence. Co-chaired by Lyceum Directors **Neal Carlson of Goldman Sachs** and **Heather Wagner Reed of Juice Consulting**, the meeting will focus on Marfa’s history, its people and its relevance in the arts. Though the meeting will be closed to only Lyceum directors and their guests, there will be one public event taking place at **Padre’s on Saturday, Aug. 10** where the Marfa community is invited to join a live show by Texas roots rock hero **John Evans**. Doors will be at **9:30 p.m.** and the event will have a **\$5 cover**.

The weekend is titled “**Marfa, Happening!**” which derived from the Wikipedia definition of the word happening: “a performance, event or situation meant to be considered art, usually as performance art.” Happenings take place anywhere, and are often multi-disciplinary, with a nonlinear narrative and the active participation of the audience. The interactions between the audience and the artwork make the audience, in a sense, part of the art.

“The Texas Lyceum is absolutely delighted to be coming to Marfa this year, making the journey from all corners of the State to learn more about what is one of the most beloved cultural destinations in West Texas,” said Texas Lyceum President **Collin Cox**, Lyceum Class of 2008.

“The Texas Lyceum has been around for over 30 years, and this is our first time to meet in Marfa,” said **Neal Carlson**, Texas Lyceum Class of 2012 and meeting co-chair. “We are excited to experience the history, culture, aesthetics and arts in this unique Texas vortex.”

“This is one of the most profound groups of leaders in the State, and each quarterly meeting is an opportunity for us to expand our horizons and open our minds,” said meeting co-chair **Heather Wagner Reed**, Lyceum Class of 2010. “Marfa is going to be a remarkable weekend not just because of the speakers and the content, but because of the magic of the city and the draw that it has for arts patrons around the world.”

With a population of around 2,000, the city is indeed a powerful influence in the global arts. The goal of the Lyceum for the weekend is to collaborate with its people, space and art and to learn about the powerful impact of this renowned West Texas outpost.

Highlights of the weekend will include:

A welcome by **Mayor Daniel Dunlap, City of Marfa**

Opening remarks by **Jennifer Ransom Rice**, Executive Director of the **Texas Cultural Trust** (official event sponsor)

Discussion with **Jake Silverstein**, Editor of **Texas Monthly** and **Lyceum Class of 2013** with **Lonn Taylor**, Historian and Fort Davis resident

An exploration of Donald Judd, showing of "Marfa Voices," and tour of the Judd Block with **Richard Griggs**, Director of Operations, **Judd Foundation** and **Caitlin Murray**, Archivist, **Judd Foundation**

A panel entitled "Marfa, Happening!" moderated by **Tim Johnson**, Owner, **Marfa Book Company** with panelists **Tom Michael**, General Manager of **Marfa Public Radio**, **Robert Halpern**, Editor of the **Big Bend Sentinel**, **Chip Love**, President of **Marfa National Bank** and **Joe Cabezuela**, President of **Blackwell School Alliance**

Presentation at **Ballroom Marfa** by **Fairfax Dorn**, Co-Founder and Executive Director and **Melissa McDonnell**, Deputy Director

Remarks by **State Representative Alfonso "Poncho" Nevárez**, District 74

Fireside Chat by **The Art Guys – A think tank**. This conversation and presentation will focus on works and projects that exemplify The Art Guys "theory of wrongheadedness" as a paradoxically successful way of working. What some may define as "innovative" thinking, or "thinking outside the box," The Art Guys often take this approach to seemingly absurd lengths, yet somehow with popular results and positive public reaction. Could it be that there's not enough R&D in R&D? They will speak to how this way of working and thinking is often echoed in successful businesses and can be used as a way of approaching social and political problems. Texas cultivates this open, can-do spirit, and it has become the perfect place for The Art Guys to thrive.

Sunrise and breakfast at **Chinati** with a presentation by **Rob Weiner**, Associate Director with a walking tour of the Chinati Foundation

Exploration of Marfa sites and galleries throughout the city

A reading by **Laird Hunt**, novelist and Lannan Fellow presented by the **Lannan Residency Program** followed by a reception at the Lannan Fellows House, hosted by **Douglas Humble**

Dinner and musical showcase at **Padre's** with Texas roots rock hero **John Evans** (open to the public. Doors at 9:30 p.m.)

Sponsors for the weekend include:

Jack D. & Karen K. Carlson Family Foundation, Fikes Family Fund, RoachGannon, Texas Cultural Trust, Anonymous, CenterPoint Energy, Goldman Sachs, MCV Consulting, Jacquelyn and Collin Cox, Milkshake Media, Neal & Kristen Carlson, Randall Kempner, Strategic Public Affairs, Corte del Norte, Michelle Brock, Chinati Foundation, Judd Foundation, Ranch 2810, Crowley Theatre, Deep Eddy Vodka and Big Bend Brewing Company

Media sponsors include:

Texas Monthly, Big Bend Sentinel, Marfa Public Radio, Glasstire.com and Juice Consulting

About the Texas Lyceum:

The Texas Lyceum, a non-profit, non-partisan group, is the premier statewide leadership organization focused on identifying the next generation of top Texas leaders. The Lyceum consists of 96 men and women from throughout the state who begin their six-year term while under the age of 46, and have

demonstrated leadership in their community and profession, together with a deep commitment to Texas. For more information, please visit www.texaslyceum.org.

Texas Lyceum is on Facebook at <https://www.facebook.com/texaslyceum> and on Twitter @TexasLyceum <http://twitter.com/texaslyceum>.

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Media contact: For interview or coverage requests for the weekend, please contact Heather Wagner Reed at heather@juiceconsulting.com or 713 208 3891