

## TOLEDO MUSEUM OF ART ANNOUNCES YATREDA ያጥሬዳ AS 2024 DIGITAL ARTIST IN RESIDENCE

YATREDA WILL PARTNER WITH OHIO-BASED ARTIST, JORDAN BUSCHUR, AS PART OF THE RESIDENCY.

THE ETHIOPIAN ART COLLECTIVE WILL ALSO OPEN *HOUSE OF YATREDA* IN *ETHIOPIA AT THE CROSSROADS*, ON VIEW IN TOLEDO FROM AUGUST 17 – NOVEMBER 10, 2024.



Yatreda, *Mother of Menelik*, 2023

**Toledo, OH – May 29, 2024** — The **Toledo Museum of Art (TMA)** announces ***House of Yatreda***, an immersive, multi-sensory exhibition by **Yatreda ያጥሬዳ**, the digital artist collective based between Ethiopia, Kenya, and the United States, and the recently appointed **TMA Labs’ 2024 Digital Artist in Residence**. ***House of Yatreda*** will be open to the public at the Toledo Museum of Art from **August 17 through November 10, 2024**.

Building on the success of last year’s inaugural Digital Artist Residency Program, the Toledo Museum of Art (TMA) and its digital arts-focused venture, TMA Labs, has invited Yatreda ያጥሬዳ, an Ethiopian family art collective, to participate in the 2024 residency. Kiya Tadele leads Yatreda with assistance from her partner, Joey Lawrence. Tadele describes Yatreda as a family of artists in Ethiopia that makes art in the style of *tizita*—nostalgia and longing for the past.

Originating in Ethiopia, the Yatreda ያጥሬዳ team is spending time in Toledo to develop and realize an immersive digital art installation, ***House of Yatreda***, as part of TMA’s upcoming exhibition *Ethiopia at the Crossroads*. The exhibition celebrates 1,700 years of Ethiopia’s rich history, culture, and artistic traditions. It will be open **August 17 through November 10, 2024**, at the Toledo Museum of Art.



The *House of Yatrede* blends the ancient traditions and legends of Ethiopian culture with 21st-century blockchain technology. The immersive digital art experience will premiere Yatrede's latest series, ***Abyssinian Queen***, which animates the life and travels of an imagined Ethiopian queen and her loyal followers into four black-and-white slow-motion digital artworks (NFTs). The immersive experience will be accompanied by other drops developed during the residency that integrate the rich tapestry of Ethiopian culture with local artistic narratives, fostering community engagement and promoting cross-cultural understanding.

An integral accompaniment to the *House of Yatrede* is an immersive **coffee ceremony** that will be performed live several times during the run of the exhibition. Ethiopia is the birthplace of coffee, and the rituals surrounding coffee are a core facet of community-building and conversation-starting in Ethiopian culture. Being invited to share coffee in Ethiopia is considered a symbol of friendship, respect, and great hospitality. Accompanied by a masinquo player and coffee muse, Tadele will play the role of the storyteller and narrate various customs and steps of the Ethiopian coffee ceremony in relationship to Yatrede's art.

TMA also has invited Ohio-based painter Jordan Buschur to participate in the digital residency as the Community Digital Artist in Residence. Buschur's work is rooted in a system of value based on mystery, sentimentality, and a matriarchal connection; she is a co-founder of Co-Worker Gallery and has curated exhibitions at Cuchifritos Gallery (NYC), Spring/Break Art Show (NYC), and the Neon Heater (Findlay, OH). Yatrede will mentor Buschur in digital art and the Web3 environment. As the culmination of their work with TMA Labs, both Yatrede and Buschur will create a one-of-one NFT that will be sold at a Christie's sale in the second half of the year. Bidding opportunities for these NFTs will be announced later this fall.

*House of Yatrede* will be open to the public at the Toledo Museum of Art from August 17 through November 10, 2024. Bidding opportunities for the unique 1-of-1 NFTs created by Yatrede and Jordan Buschur will be announced in the coming weeks.

### **About the Toledo Museum of Art**

Established in 1901, the Toledo Museum of Art is a beloved cultural institution in Toledo, Ohio, and a global leader in the museum field. We believe that art transforms people's lives and invites them to see differently.

Admission to the Museum is always free and is open Wednesdays, Thursdays and Sundays from 11 a.m. - 5 p.m. and 11 a.m. - 8 p.m. Fridays and Saturdays. The Museum is closed on Mondays and Tuesdays and on certain holidays.

The Museum is located at 2445 Monroe St., one block off I-75 with exit designations posted. More information available at 419-255-8000 and [toledomuseum.org](https://toledomuseum.org).

### **About TMA Labs**

The development of TMA Labs was inspired by the Toledo Museum of Art's desire to become the lead museum innovator in the web3 and digital art space. TMA Labs is committed to engaging both local and global communities through the utilization of technology to support the museum's mission to integrate art into the lives of people.



**Toledomuseum.org**

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### **Visitor Information**

The Toledo Museum of Art is a nonprofit arts institution funded through individual donations, foundation grants, corporate sponsorships, and investments. Admission to the Museum is always free. For general information, visitors can call 419-255-8000 or 800-644-6862 or visit [toledomuseum.org](http://toledomuseum.org).

### **Hours**

Wednesday, Thursday, Sunday, 11AM–5PM

Friday, Saturday, 11AM – 8PM

TMA is closed on Mondays and Tuesdays

#### *Holiday Hours:*

Please note that TMA is closed all day on December 25th

### **Press Inquiries**

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### **Press Visits**

Reservations are requested for all accredited members of the media. Please contact FITZ & CO to request a reservation.