



Celebrate Greensboro
Art. Culture. Entertainment.



Elsewhere

On South Elm Street in a revitalizing downtown Greensboro, a thrift store turned living art museum brings together international artists and local communities to design new futures for art and life.

From 1939 to 1997, Sylvia Gray ran a series of second-hand stores at 606 South Elm Street in downtown Greensboro. For 58 years, she collected mountains of assorted inventories: Depression-era furniture, WWII army surplus, upholstery fabrics, vintage clothing, toys, books, housewares, and eventually general thrift.

After Sylvia passed, the three-story shop was boarded up with all 12,000 square feet filled to the brink. In 2003, her grandson George Scheer and collaborator Stephanie Sherman, recent graduates of the University of Pennsylvania, moved to Greensboro, declared “nothing for sale,” and launched a

residency program inviting artists from around the globe to build a living museum from Sylvia’s collection.

Inspired by experimental artist communities such as the Paris expatriates, Andy Warhol’s Factory, and North Carolina’s Black Mountain College, George and Stephanie imagined a responsive, interactive, and evolving museum exploring art and life through the continual re-organization of things. They named the museum Elsewhere, and with an ethos of re-use have transformed a once sleepy downtown antique district into



Clockwise from top left: Visitors explore Elsewhere’s Living Museum, *Goodbye to All That* by Brian Hitzelberger, Elsewhere’s kitchen, Fabric Wall, Collector Sylvia Gray c. 1979



a creative playground hosting some of today’s most experimental artists and thinkers.

Nine years since its founding, Elsewhere has gained international recognition for its emerging artist residency program and unique collaborative model. Each year, 50 artists – painters, sculptors, musicians, writers, puppeteers, gardeners, designers, chefs, and creatives of all kinds – are invited to Greensboro to form and re-form this ever-evolving environment. Elsewhere’s three-story composition of layered cultural memories engages global artists and local participants in hands-on learning. Creative retreats immerse university students and corporate groups in one-of-a-kind team building experiences.

From this collaborative premise, Elsewhere has helped revitalize downtown Greensboro by encouraging urban development rooted in creative partnerships between organizations, businesses, and neighbors. Its front window street theater, weekly Friday events, and educational playshops engage Greensborians across generations in exceptional artistic exchanges. While Elsewhere advances local connectivity, it brings an inclusive, interactive approach to national and international locales. Through its alumni network, Elsewhere designs projects for cities and communities that unite artists and leaders around civic vitality, public engagement, and creative experimentation.

PHOTOS CLOCKWISE FROM TOP LEFT: BLAKE MASON, SHALIN SUPHAM, NORAH HOOVER, BLAKE MASON, SYLVIA GRAY IMAGE: FOUND PHOTO

Experience Elsewhere online at elsewhereelsewhere.org



Its efforts have been recognized in grants from The Andy Warhol Foundation for the Visual Arts, The National Endowment for the Arts, the NC Arts and Humanities Council, and Greensboro’s United Arts Council.

Applying a pro-active approach to the remnants of the past, Elsewhere re-makes the museum as a living investigation of collaborative culture – with attention to sustainable practice, responsive process, and adaptive solutions. Elsewhere models a new future for contemporary art: the inspired leadership of a creative society activating global and local imaginations.

Living Museum Programs

- Events include openings, lectures, performances, and dinners
- Playshops
- Residencies
- Internships
- Creative Retreats



elsewhere

A LIVING ART MUSEUM

606 South Elm Street
Greensboro, NC 27406
Visit: Wed. - Sat.: 1-10 p.m.
Events: Fri. 8 p.m.
336.549.5555

elsewhereelsewhere.org