

**ART CATALOGUES at MOCA PDC
Presents the L.A. release event for
Edible Estates: Attack on the Front Lawn
D.A.P./Metropolis Books**



**March 29th 3:00pm
Art Catalogues at MOCA PDC
8687 Melrose Ave, G102
West Hollywood, CA 90069
310.289.5223 or Nsnellman@moca.org**

3:00-4:00 - "Fruit Jam" with Fallen Fruit setting up tables for jam making & tasting.

4:00 - Introductions by Fritz Haeg, then readings, reports, discussions (including book contributors Lesley Stern and Michael Foti), followed by a book signing, with drinks and appetizers.

On Saturday March 29th Art Catalogues at MOCA is pleased to welcome architect and artist Fritz Haeg, to celebrate the publication of his new book, *EDIBLE ESTATES: ATTACK ON THE FRONT LAWN*, published by Metropolis Books, and the debut of his new serial project, *Animal Estates*, at the 2008 Whitney Biennial.

Fritz Haeg is the founder of Edible Estates, an ongoing series of projects to replace the front lawn with edible garden landscapes responsive to culture, climate, context and people. These projects reconcile issues of global food production and urbanized land use with the modest gesture of a small domestic garden. Edible Estates is a practical food-producing initiative, a place-responsive landscape design proposal, a scientific horticultural experiment, a conceptual land-art project, a defiant political statement, a community out-reach program and an act of radical gardening. The Edible Estates project proposes the replacement of the domestic front lawn with a highly productive edible landscape.

For our event, Mr. Haeg has invited the Fallen Fruit collective to present Public Jam, in which they will collaborate with our visitors in a communal jam-making session. The jam they and the participants will make (and give away) will be improvised by any fruit that the public provides. They will discuss the basics of jam and jelly making, pectin and bindings, as well as the communal power of shared fruit, before the talk by Fritz Haeg and the discussion about "Edible Estates" then readings, reports, discussions (including book contributors Lesley Stern and Michael Foti), followed by a book signing, with drinks and appetizers

MOCA at the Pacific Design Center is located on the PDC's Design Plaza, on the San Vicente side. There is ample metered parking on San Vicente Boulevard, between Melrose and Santa Monica Blvd. The Pacific Design Center's parking lot is also available for a \$6 fee. Unhappily, we cannot