

MASS MoCA

NEWS RELEASE

MASS MoCA Announces FreshGrass 2014



North Adams, Massachusetts - FreshGrass, MASS MoCA's annual festival of bluegrass and roots music, will return to the museum campus in North Adams, Massachusetts on **September 19-21, 2014.**

Already a major presence on the festival scene, the fourth installment of FreshGrass will continue to focus on the best in traditional and progressive bluegrass, also surveying innovative music at the edges of this great American genre.

The FreshGrass Award, a band contest judged by industry professionals and featuring \$10,000 in cash prizes and recording time in a Nashville studio for the winner, will expand its categories of performers in its second iteration. FreshGrass Award winners earn a gig at the following year's festival. 2013 FreshGrass Award champs, Cricket Tell the Weather, will perform onstage at the 2014 festival.

Building on the strength of its weekend workshop programs, a Mandolin Jam will complement the already robust line-up of industry and instrument instruction hours, discussion panels, and pick-up sessions.

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MASS MoCA Director Joseph Thompson notes, "The audience -- which has grown by a factor of ten since our first festival in 2011 -- loves what they find when they get here: pop-up concerts in our museum galleries, camping that's close to our venue and downtown amenities, lots of fun educational activities for kids, and late night hoedowns, and that doesn't even begin to touch the music itself, which is just superb - some of the best music being made and played in the country today." He continues, "Berkshire County in its early fall splendor is reason enough to make the trek."

In addition to the contest, workshops, camping, and a virtuosic wonderland of bluegrass and roots music, festival events include children's programming and local food and beverages, including the festival's legendary moonshine slushies and locally made FreshGrass IPA. Admission to MASS MoCA's spacious, light-filled art galleries - where festival-goers will find concerts set amidst dramatically scaled exhibitions of contemporary art - is included with festival admission.

The festival will continue to be one of the best values on the festival circuit. Limited time early-worm ticket pricing is \$78 for a three-day festival pass, unchanged from the 2013 price. Incremental price increases are expected for as the line-up is announced. Single-day tickets may be offered closer to the event, on a space-available basis. Museum members receive a 10% discount on the regular prices, but membership discounts do not apply to the early-worm and early-bird discounted ticket prices. The festival will be held rain or shine.

FreshGrass details will be updated at the festival website, FreshGrass.com, and on [Facebook](#) at FreshGrass Festival.

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About MASS MoCA

MASS MoCA is one of the world's liveliest (and largest) centers for making and enjoying the best new art of our time, across all media: music, art, dance, theater, film, and video. Hundreds of works of visual and performing art have been created on its factory campus during fabrication and rehearsal residencies in North Adams, making MASS MoCA among the most productive sites in the country for the creation and presentation of new art. More platform than box, MASS MoCA strives to bring to its audiences art and shared learning experiences that are fresh, engaging, and transformative.

MASS MoCA's galleries are open 11am-5pm every day except Tuesdays. Gallery hours are often extended on evenings featuring performing arts events. Gallery admission is \$15 for adults, \$10 for students, \$5 for children 6-16, and free for children 5 and under. Members are admitted free year-round. For additional information, call 413.662.2111 x1 or visit massmoca.org.