



PRESS KIT

BY

CARA ELAINE & MARIA EMILIA



Art Truck Girls

HOW, WITH A SUCCESSFUL KICKSTARTER CAMPAIGN UNDER THEIR BELT, TWO BROOKLYN GIRLS WILL MAKEOVER A BOX TRUCK INTO A MOBILE ART SHOP!

Mushpa y Mensa, is a small eco-crafts boutique that travels around New York City's outdoor and at times indoor markets. They are the proud owners of an 11 foot long white step-van. On May 28th, 2014 they surpassed their crowdfunding goal of \$7,300 through a successful Kickstarter campaign, Mushpa y Mensa's Magical Motor Machine Makeover. Now, Mushpa y Mensa are transforming this blank slate into Mushpa y Mensa's Magical Mobile Art Machine, with the support of friends and family.

Since the truck is a carbon-emitting machine, Mushpa y Mensa state that they will work to minimize in every aspect their effect on the environment. "Our truck will be remodeled with completely eco-conscious and refurbished materials. Through our Kickstarter campaign, we have raised enough funds to install solar panels to power all the energy needs that our truck may have without the use of a generator."

Their arts and crafts truck, which they have named Maya, is without precedent. You may ask why would they want to create this amazing mobile art shop?

"WE WANT TO TRAVEL EASILY THROUGH THE STREETS OF OUR BELOVED NEW YORK CITY'S BOROUGHs AND EVENTUALLY THE COUNTRY, BRINGING OUR SUSTAINABLE CREATIONS OF FUNCTIONAL ART TO THE PEOPLE OF THIS WORLD! IF FOOD CAN TRAVEL IN A TRUCK, WHY NOT ART?"



This traveling art shop will be a place to sell their 100% organic cotton shirts, which are hand printed with their own fantastically original artwork. They also design jewelry made from eco-conscious materials, magic Plush Pets made from recycled plastic bottle eco-felt, and whatever else their maniacal minds may come up with.

"There is only a handful of us, and we all struggle with the same issue," Mushpa y Mensa state, referring to the "store-in-a-truck" movement. "In NYC, a rental space is incredibly expensive, and a huge investment in itself. We can either pay for a space at a market, or take a risk, park in a corner and potentially get a fine. It's like the wild west in that sense, no regulations, equals no laws, which equals no permits."

They are advocating for change in the retail truck movement, and are also fierce advocates for local, eco-conscious, women-owned projects all over the world. They do it to spread their art, positive messages, laughter, and love for the community.

"We hope people see we love what we are doing (making a living selling our art), and get inspired to make small changes in their lives. Small moments become large movements. Mushpa y Mensa is a small team with really big dreams." ♥

Press Release Photos!



← A look inside!



COST OF REMODELING:

*BUILDING MATERIALS	\$2000
*SOLAR PANELS-ELECTRICAL	\$1540
*DECORATIONS-INTERIOR	\$860
*OUTSIDE PAINT	\$2000
*DECAL AND LOGO	\$900

TOTAL: \$7300

Coming Fall 2014

Find Maya the Art Truck on Twitter @mushpamensa



MUSHPA Y MENSA!!! ¿QUÉ ES?



Mushpa and Mensa is the creation of Cara Elaine Reynolds (Mushpa) and Maria Emilia Borja (Mensa). We are a small eco-boutique that moves around New York City's outdoor (and at times indoor) markets, advocating for local, eco-conscious, women-owned, small businesses all over the world, and of course to spread our art, messages, laughter, and love!

We hope people see we love what we are doing (making a living selling our art), and get inspired to make small changes in their lives. Small moments become large movements. Mushpa y Mensa is a small team with really big dreams.

From our Brooklyn-based studio, we create and offer you jewelry designed from a force beyond our own minds into our little hands, magic dolls out of recycled plastic bottles, organic cotton tees with fantastical designs and whatever else our maniacal minds come up with.

We create art...not just crafts.

We constantly experiment with new objects and play with the idea that we want to learn how to "make everything from scratch". We ask a plethora of questions about how products are made, and aim to be conscious of the work it takes.

We needed a new backpack, so we made one! A healthy protein like seitan made from gluten flour, we made that too! We try to apply this concept to our everyday life and constantly come up with ideas and research the most sustainable/natural and overall best ways to be good to our bodies and souls, the people on this earth, and mother earth herself!

We have big plans for the near future. We want to be able to live off of our art, and make a positive impact on humans.



Cara Elaine Reynolds

She is the co-owner, designer and maker at Mushpa y Mensa. She is also Mensa's partner in crime. She is an IT Phenomenon in the computer realm, but most of all she is The Aesthetics Queen. She loves and sees beauty in almost everything, and creates her art with truth.

- Has worked over 6 years in community organizations, and at a prestigious Manhattan school as the IT Director.

-Has extensive knowledge in all things whole, which includes food, nutrients, body and soul.

-Film studies aficionado and life student at Columbia College and Loyola University, Chicago.

-Better Business Bureau, Farmer's Market, Lower East Side Theater, and Bartender are a few of her past jobs.

ABOUT MENSA



Photograph by Anna White

ABOUT MUSHPA



Photograph by Anna White

Maria Emilia Borja

She is the co-owner, designer and maker at Mushpa y Mensa. She is Mushpa's partner in crime. She is an amazing artist who masters ideas in minutes and possesses an endless imagination. She sometimes has too many ideas and not enough time for her two small hands.

-Has worked on diverse campaigns as a community and labor organizer for low-wage and immigrant workers.

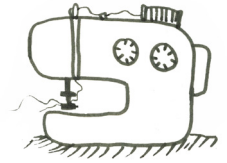
-Has extensive knowledge on a variety of creative mediums: sculpture, figure drawing, theater design, sewing and re-purposing creatively.

-Sociologically successful at the College of William and Mary, University of Wisconsin and Università di Bologna, Italy.

-Spanish, Italian and French are languages up her sleeve.



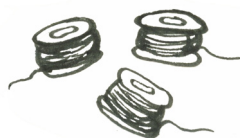
FUNCTIONAL ART...



100% Organic Cotton



Hand Printed with Eco Water-based Inks



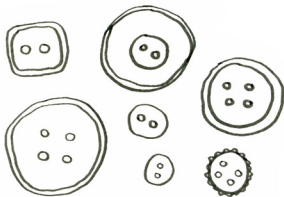
ALWAYS QUESTION

What does Mushpa y Mensa mean?

Mushpa y Mensa are names of endearment in Quechua (Mushpa) and Spanish (Mensa), that very roughly translate to dumb and dumber (or silly and sillier)....but significantly less harsh and most definitely sweeter.

How did Mushpa y Mensa start?

It happened quite fast, in the summer of 2012, when we began dreaming. We drew a plan, and we pushed for that reality. From a sketchbook came many ideas, that even today keep evolving to new beginnings. In 2013 we became Mushpa y Mensa. Every day, it is a new start and a chance to improve, and if not happy, to change.



What is Mushpa y Mensa's philosophy?

We strive to face inconvenient truths in our daily lives. This project is our chance to change ourselves. To be true to our words. To eat healthy foods, nutrients that feed our body, mind and souls. To support local, small and conscious fellow earthlings in our world, and to make other humans see that a little extra work, is worth more than a billion words. We want to create art that will support the basic necessities in our lives, and create art that will impact the lives of others.



Where do you get your materials from?

We strive to stay true to ourselves. We work extra hard to walk the walk, so we research our materials and their sources. We figure out ways to make supplies ourselves, and if we do not have the resources, we shop locally. When we cannot find it local, we reach out to wholesale suppliers such as Alternative Apparel, whose products are made using 100% certified organic cotton and natural dyes. Lastly, we make sure the factories where our wares are produced hold themselves up to certain humanitarian standards. We must take action for change!

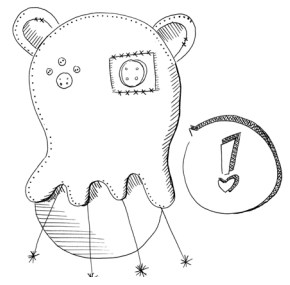
Do you sell anything other than t-shirts, jewelry and eco-felt lavender plush pets?

Yes! We sell vintage pieces as well, all from close family sources that date back to the 1940's, which you may browse through if you find us at a local market. We also constantly experiment, and are in the process of launching new products on the regular. Like cute bow-ties for the dapper ladies and the dashing gents.

Where do you sell your wares?

We are travelers. We carry everything in two suitcases and tent bags, so we are able to move freely around New York City. You can often find us at LIC Food and Flea in Queens, the Fulton Market in Brooklyn, The Market NYC on Bleecker St., the St. Anthony's Market in Soho, and at other major fairs such as Gay Pride, Bed-Stuy Pride and the LI Art Shows in the Vineryard in Long Island.

PRETTY THINGS...



Handmade with Love & Magic



Plush Pets Filled with Lavender!



LA CASA: Bleeps From Our Blog

Out With The Old, In With The Re-vamped!
July 23, 2013

“So now I need a new backpack. And what better way to keep it real than to bust one out yourself! So instead of buying a bag, I’ve decided that I will make it, not from scratch, but I will re-vamp a small bag I had....Mushpa and myself have been having conversations about a bigger and better project in relation to this backpack....If I need a backpack.and we have the capable hands and tools to make it ourselves, then why not make it!?”

Mensa



Let's Go on an Adventure
June 3, 2013

“No matter what you think the risk is, no matter who tells you to give in, to be safe and take that \$70K job don’t believe the hype. Stop and take a look at the person’s life telling you this, then gauge their happiness. I bet you that safety they chose at the end of the day, did not reward them with the life they dreamed of, not even close.”

Mushpa

PrideFest
June 16, 2013

“Maria Emilia and I really like being mobile. We also like meeting the people who buy our art. We tend to strike up conversations about their career choices, life choices, they laugh, relate, appreciate our shirts and generally are really good, interesting people themselves. These good people are drawn to our stuff (and us). That gives us hope in humanity. It sounds dramatic, but riding the New York City subway during rush hour, well that changes a person, people are at their worst then. People on a Saturday or Sunday walking in the sun, well they’re alright...”

Mushpa



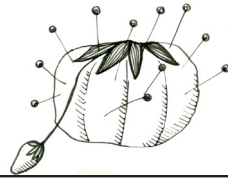
Art in Action
June 9, 2013

“Well, quite accidentally we did an experiment when dying a shirt this week...We dyed a batch of shirts with organic turmeric. Note that this was our first time using this specific natural dye for cotton fabrics. Pretty straight forward dying technique. ...we wanted to wash and test the fabric so we warmed up some water with soap, dipped the shirts in soap water....and...say whaaaaaaaat? The water and shirts immediately turned red! We had no idea what had just happened. Magic!?!? It brought us back to doing experiments in science class... On to future discoveries.”

Mensa



CONTACT US



FIND US ONLINE

Mushpa y Mensa

WWW.MUSHPAMENSA.COM

Email us:

INFO@MUSHPAMENSA.COM

Call us:

347-566-1421

Cara Elaine Reynolds

CO-OWNER, DESIGNER & MAKER

MUSHPA@MUSHPAMENSA.COM

Maria Emilia Borja

CO-OWNER, DESIGNER & MAKER

MENSA@MUSHPAMENSA.COM

La Casa

MUSHPAMENSA.WORDPRESS.COM

Twitter

TWITTER.COM/MUSHPAMENSA

Tumblr

MUSHPAMENSA.TUMBLR.COM

Flickr

FLICKR.COM/PHOTOS/MUSHPAMENSA

Vimeo

VIMEO.COM/MUSHPAMENSA

Pinterest

PINTEREST.COM/MUSHPAMENSA/MUSHPA-Y-MENSA/



+



=

Mushpa y Mensa