

## 'CHROMATWEET' BY ALEKSANDAR MAČAŠEV IS BOTH COLORFUL AND MOODY

Posted by [Editor](#) on Tuesday, November 29, 2011 · [Leave a Comment](#)

### THIS WEEK'S OBSERVATIONS

- Rubell Family Collection: View From 2nd Floor
- Havana Biennial: A Look Inside ISA's Printmaking Studio
- American Contemporary: Exploring the Rubell Collection
- Elegant Organic: Sculptures by Mia Westerlund Roosen
- Havana Biennial: Senior Exhibit at ISA Visual Arts Gallery
- Native American Inside Out Portrait Installed on High Line
- At Cheim & Read, Portraits of Women by Chantal Joffe
- Havana Biennial: Still Lives by Adrian Fernandez

### VIEW BY CATEGORY

- 11th Havana Biennial
- Architecture + Urban Design
- Antiques + Collectibles
- Auctions
- Black Art
- Fairs + Shows
- Fashion + Style
- Black Art
- Fairs + Shows
- Fashion + Style
- Furniture + Interior Design
- Galleries + Dealers
- Murals + Street Art
- Museums
- Public Art
- Retail + Restaurants

### VIEW BY MEDIUM

- Paintings, Prints + Drawings
- Photography
- Sculpture
- Textiles

### EXPLORE BY LOCATION

- Baltimore
- Brooklyn
- Harlem
- Havana
- Maryland
- Miami
- New York
- Philadelphia
- Virginia
- Washington D.C.

Brooklyn, NEW YORK—

"ChromaTweet" is a daily tweeting project in which each post consists not of 140 characters or less, but of a color. The "nano-blogging" project was created by Aleksandar Mačašev, who describes himself as a New York-based visual artist who straddles the line between art and design. Each color represents his daily mood, using hexadecimal color codes. Any color goes, except for black or white. The Dumbo installation is part of **ArtBridge**, the public arts organization that beautifies construction scaffolding. "ChromaTweet" features tweets from April 1, 2009 to March 31, 2011. The work was installed on Water Street near Main at the end of September for the Dumbo Arts Festival.

Each color represents the artist's daily mood.



Photos by Arts Observer



The "ChromaTweet" installation is 308 feet long.

Category: [Artists](#), [Brooklyn](#), [Buildings](#), [Public Art](#) · Tags: [Aleksandar Mačašev](#), [ArtBridge](#), [Chroma Tweet](#), [Dumbo](#)

