



ARTBRIDGE TO WRAP ATLANTIC YARDS DEVELOPMENT IN ART; “WORKS IN PROGRESS” TO FEATURE THE WORK OF 20 BROOKLYN-BASED EMERGING ARTISTS

Works In Progress to transform Downtown Brooklyn’s biggest development project into an art destination

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Brooklyn, New York September 29, 2011 - ArtBridge, the organization that helped pioneer the transformation of construction scaffolding (“sidewalk bridges”) into temporary outdoor exhibitions featuring the work of emerging artists, today announces that it will be unveiling its Atlantic Yards exhibition, entitled, **Works in Progress**, on October 20, 2011. The installation, featuring the work of 20 Brooklyn-based emerging artists, will span over 400 linear feet, covering construction barriers and fences around the development’s perimeter and was curated by internationally-renowned artist, **Vik Muniz**, Humble Arts Co-Founder, **Amani Olu**, and **Eugenie Tsai**, the Brooklyn Museum’s the Managing Curator of Contemporary Art.

The 19 works featured in the installation were selected by the panel from over two hundred entires submitted to ArtBridge during its month-long call in xxx and each riff on or reveal something about the artistic process. **Jordana Zeldin**, ArtBridge’s Director and resident of Clinton Hill, is particularly excited about the relationship between the installation site and project theme. “I’ve always been as interested in the process of making something as much, if not more so, as I am in the finished product,” Zeldin said. “The exhibition site, itself an as-yet unfinished project, serves as a perfect setting that mirrors the process these artists are discussing through their work.”

MaryAnne Gilmartin, the Forest City Ratner Companies Executive Vice President in charge of the Atlantic Yards Project, said, “Development is very much a process that combines land, materials and human labor to create something new. We’re thrilled to provide a backdrop for ArtBridge to work with Brooklyn artists to explore the creative process.”

ArtBridge installations are intended to give emerging artists unprecedented exposure, and to enliven the nearly 1,000,000 linear feet of underutilized and unattractive scaffolding erected throughout the city. By transforming this unused space into vibrant urban exhibitions, ArtBridge seeks to benefit both artists and the lives of everyday New Yorkers. Artwork selected for the organization’s installations is enlarged to billboard size, printed on weather proof, fade resistant material, and hung prominently on outdoor scaffolding structures from three months up to one year.

Rick Bell, Executive Director of the American Institute of Architects’ NY Chapter, has credited ArtBridge with jump-starting the growing movement to engage emerging artists in a dialogue with the urban environment. “ArtBridge is a big part of our city’s integration of art into the daily life of pedestrians,” said Bell. “Because of ArtBridge, passersby stop for a moment or two to reflect on how the expected becomes unexpected and the manner in which the everyday becomes inspirational.”

Visit ArtBridge at www.art-bridge.org, (or facebook / twitter). Information on Atlantic Yards, visit: www.atlanticyards.com

ABOUT ARTBRIDGE: ABOUT ARTBRIDGE: ArtBridge is a Chelsea-based organization that is dedicated to transforming city surfaces into larger-than-life canvases for the work of emerging artists. Since its founding in 2008 by artist and designer, Rodney Durso, ArtBridge has introduced the art-enthusiast and passerby alike to the work of more than 75 emerging artists with three, 2,000 square foot outdoor installations in the heart of the Chelsea gallery district and will be bringing an exhibition featuring twenty new artists to Brooklyn in Fall ’11. It is ArtBridge’s mission to continue to bring its installations to neighborhoods and communities throughout the five boroughs (and the country), giving emerging artists unprecedented exposure in unexpected places. www.art-bridge.org.