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BRIC PRESENTS NEW YORK-BASED ARTIST GRIMANESA AMORÓS' *HEDERA*, A LARGE-SCALE LIGHT SCULPTURE INSTALLATION AT THE PROSPECT PARK BANDSHELL, JUNE 5-AUGUST 11



Rendering of Grimanesa Amorós's Hedera, 2018

Work to Be Installed in Conjunction with the 40th Season of the BRIC Celebrate Brooklyn! Festival

As part of its 40th year anniversary season, **BRIC** has commissioned *HEDERA*, a monumental light structure by **Grimanesa Amorós**, the interdisciplinary New York-based Peruvian artist who has “built a reputation for dazzling light installations that suggest the topographies of distant planets” (*The New York Times T Magazine*). *HEDERA*, to be installed at the Prospect Park Bandshell as a special element of the **BRIC Celebrate Brooklyn! Festival**, seeks to intensify the relationship between public space and community through the conversation it generates. From **June 5 to August 11**, many thousands of visitors from Brooklyn and beyond will be able to interact with the sculpture.

Amorós researches the locations, histories and communities of her installation sites—from striking locations like Scottsdale, Arizona’s Soleri Bridge to Times Square to La Torre de los Vientos in Mexico City—and creates her work through an organic and instinctive process. This intuitive relationship to technology is a distinctive feature of Amorós’ practice. Rather than interrupt the natural flow of people and events in the park, *HEDERA*’s light sequences are meant

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to reflect and amplify its environment. For its structure, Amorós took inspiration from the form of the Bandshell and the natural beauty and grandeur of the park's landscape. The sculpture, measuring some 40 ft x 40 ft x 24 ft., will be raised above the lawn by a cone-shaped truss, its dome-like crown enveloping the audience and the surrounding space in luminous light and color.

Amorós will create a custom lighting sequence of flowing and pulsating red and white tubing that crowns the sculpture in light. LED tubes will both cover the structure and create an immersive environment for viewers who will freely walk underneath and around the work. Viewers who venture into the center of *HEDERA* will see their own reflection in the cupola above. At the nucleus of *HEDERA*, visitors will see smaller protruding domes—forms that suggest a plant's central bud. Their reflective shadows will offer images of a flower blooming, of growth and creation. Amorós has stated that it is her wish that this sculpture co-exist with its viewers, bringing them closer to an ideal world where individuals can unite in celebration of creativity, nature, diversity and a shared humanity.

Grimanesa Amorós said, "I am thrilled to be partnering with the BRIC Celebrate Brooklyn! Festival on the occasion of their 40th anniversary. *HEDERA* means ivy in Latin; my piece's overall structure was inspired by the natural beauty and grandeur of Prospect Park's plant life. For me, *HEDERA* is a romance with the unknown."

Elizabeth Ferrer, BRIC's VP of Contemporary Art said, "I have followed Grimanesa Amorós' work for many years and thought she was the perfect artist to illuminate the BRIC Celebrate Brooklyn! Festival's site in Prospect Park. As the first major art work to be installed as part of the Festival, I wanted to work with an artist whose work could compliment the scale and complexity of the site, while also making a statement in its own right. Grimanesa's work will act as a beacon, a focal point of creativity and energy that will offer a singular experience to our diverse audience."

Since BRIC Celebrate Brooklyn! Festival began in 1979 as a catalyst for a burgeoning Brooklyn performing arts scene, and to bring people back into Prospect Park after years of neglect, it has become one of the city's foremost summer cultural attractions. BRIC Celebrate Brooklyn! Festival is reflective of Brooklyn's eclecticism and diversity, and will feature a wide array of free, world-class performances at the Prospect Park Bandshell. The recently announced 2018 season kicks off June 5 with a free BET-sponsored opening night concert by Academy and GRAMMY Award-winning actor and musician **Common**, and continues with events that exemplify BRIC Celebrate Brooklyn! Festival's signature mix of music, film, dance and multimedia works, complemented by food and other provisions from local artisans and vendors. The Festival is presented in partnership with the City of New York Parks & Recreation and the Prospect Park Alliance.

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About Grimanesa Amorós

Grimanesa Amorós was born in Lima, Peru and lives and works in New York City. She is an interdisciplinary artist with diverse interests in the fields of social history, scientific research and critical theory, which have greatly influenced her work. Her works incorporate elements from sculpture, video, lighting, and technology to create site-specific light installations to engage architecture and create community.

Grimanesa Amorós has often drawn upon important Peruvian cultural legacies for inspiration for her large-scale light-based installations, which she has presented around the globe from Mexico, Tel Aviv and Beijing to New York's Times Square. She often gives talks at museums, foundations and universities where her lectures not only attract future artists but students and faculty engaged with science and technology. Amorós has exhibited in the United States, Europe, Asia, the Middle East, and Latin America. For more information about Grimanesa Amorós, visit <http://www.grimanesaamoros.com>

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About BRIC and the BRIC Celebrate Brooklyn! Festival

BRIC is the leading presenter of free cultural programming in Brooklyn, and one of the largest in New York City. The organization presents and incubates work by artists and media-makers that reflects the diversity of New York. BRIC programs reach hundreds of thousands of people each year.

BRIC's main venue, BRIC House, offers a public media center, a major contemporary art exhibition space, two performance spaces, a glass-walled TV studio and artist work spaces.

Some of BRIC's most acclaimed programs include the BRIC Celebrate Brooklyn! Festival in Prospect Park; groundbreaking media initiatives, including BRIC TV, BRIC Radio, and Brooklyn Free Speech; and renowned contemporary art exhibitions. BRIC also offers education and community-building programs at BRIC House and throughout Brooklyn.

In addition to making cultural programming genuinely accessible, BRIC is dedicated to providing substantial support to artists and media makers in their efforts to develop work and reach new audiences. BRIC is unusual in both presenting exceptional cultural experiences and nurturing individual expression. This dual commitment enables BRIC to most effectively reflect New York City's innate cultural richness and diversity.

The BRIC Celebrate Brooklyn! Festival is BRIC's flagship performing arts program: a free, summer-long experience allowing New Yorkers to come back again and again with their friends and family to appreciate or discover a new genre, acclaimed artist, or world culture each night of the Festival. Entering its 40th season, the BRIC Celebrate Brooklyn! Festival has presented celebrated global music icons, legendary jazz artists, chart-topping indie bands, gravity-defying dance troupes, large-scale film projects and even a virtual reality performance, becoming one of the city's foremost cultural attractions and a beloved summer tradition. The festival's Executive Producer is Jack Walsh. Its Artistic Director is Rachel Chanoff. Leslie Schultz is the President of BRIC.

For more festival information, please visit www.BRICartsmedia.org.

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