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ART PRODUCTION FUND TEAMS UP WITH MARCO BRAMBILLA & HUGO BOSS

- GrandLife Hotels, September, 27, 2013



It's time to see the storied New York landmarks of Central Park and Columbus Circle in a new light, and thanks to a collaboration with artist Marco Brambilla, Soho-based public art organization Art Production Fund, and Hugo Boss, it's possible. Brambilla's newest video art installation, titled "Anthropocene," is projected on three screens (6000 square feet in total) in the atrium of Time Warner Center at Columbus Circle, and is currently on display through September 30th from 7-10 pm.

Brambilla utilized LiDAR scanning, typically used by archaeologists to create digital images of artifacts using light, to create the video. The technique generates an ethereal, night-vision style view of the park's terrain, which Brambilla surveyed alongside one of the Central Park Conservancy's historians, and certainly does the job of capturing the legendary oasis of Manhattan's concrete jungle in an unexpected and captivating way.

The translucent screens allow the work to be seen from inside the multi-story atrium of Time Warner Center, as well as from the streets of Columbus Circle. While Brambilla's work debuted in conjunction of the opening of the BOSS flagship boutique at The Shops at Columbus Circle and will only be displayed on the large screens for a short period, the video will be displayed at the store for next six weeks and can be viewed online on Hugo Boss' website.

Art Production Fund was founded by New York art enthusiasts Yvonne Force Villareal and Doreen Remen, and the non-profit organization has been the catalyst behind projects like this year's Tommy Hilfiger surfboard design collaboration with artists like Scott Campbell and Lola Schnabel, and Pop Up 1: Montauk, an outdoor art exhibition held in Montauk this summer.

Projects currently on display include a multimedia exhibition by fashion collective threeasFOUR, titled Mer Ka Ba, at the Jewish Museum on the Upper East Side, as well as the second addition of "After Hours: Murals on the Bowery." The works in this outdoor show are displayed on the roll-down security gates of several of the Bowery's commercial supply shops, and can only be seen once the businesses close for the evening. With 15 artists participating, the exhibit is scattered down the Bowery between Grand and Houston, and audio tours are available free to the public by calling (646) 205-9229 from a cell phone, and ends September 29th.