

Art Production Fund and The Standard present Yvette Mattern's *Global Rainbow, After The Storm* from in NY in response to Hurricane Sandy



Global Rainbow being shone southwards of St Mary's Lighthouse in Whitley Bay, UK, 2012

(New York, NY) Art Production Fund and The Standard are pleased to present *Global Rainbow, After the Storm*, a monumental outdoor laser installation by American artist Yvette Mattern on view from 8pm to 2am nightly on November 27th through November 29th from the rooftop of The Standard, High Line and viewable to millions of New Yorkers. Organized in response to Hurricane Sandy, the artist will project seven beams of high power laser light over communities hit hard by the storm, originating on Manhattan's lower west side and spanning across Brooklyn toward the Rockaways. The installation aims to symbolize hope and act as a call to action to support the communities that were devastated by the storm. The project is made possible through the donation of high specification equipment by Lightwave International.

Global Rainbow, After the Storm will illuminate the night sky and be visible for up to 35 miles depending on atmospheric conditions. Despite its significant range, the lasers use a minimal amount of power, approximately 24 amps or the equivalent of two hairdryers. *Global Rainbow* has been presented

throughout Europe and launched the London 2012 Cultural Olympiad in England and Northern Ireland to rave reviews and massive audiences.

The presentation will incorporate a fundraising initiative, encouraging financial support for two organizations that are providing relief for victims of Hurricane Sandy. The first, Waves for Water, is a non-profit that has been working tirelessly with the coastal communities and other relief organizations in Staten Island, New Jersey, Rockaway Beach and Long Beach to bring much needed on-site support to victims. Direct donations can be made at: www.wavesforwater.org. The second organization, New York Foundation for the Arts, has administered the Emergency Relief Fund, a major relief effort to assist artists suffering damage and loss in the aftermath of Hurricane Sandy. It is supported by the Andy Warhol Foundation for the Visual Arts, the Robert Rauschenberg Foundation and the Lambent Foundation (a project of the Tides Center). Direct donations can be made at: www.nyfa.org/donation.asp.

Mattern described her intention in bringing *Global Rainbow* back to New York, "I hope that seeing this beacon in the night sky will provide people with a sense of peace and security in this time of crisis and that it will unify us with its presence so we remember that we are all in this together, regardless of divisions of class, race, religion and culture." Doreen Remen and Yvonne Force Villareal, co-founders of Art Production Fund explained, "We have been presenting public art for over a decade and it is rare to come across a project with the ability to reach millions of people in such a short time. Mattern's *Global Rainbow, After the Storm* inspired us with its call to action and inspiring vision of solidarity. We look forward to sharing this project with New York."

The Standard, High Line has an ongoing commitment to presenting and supporting public art projects. The Standard frequently collaborates with artists on publications, products, installations, and events throughout its network of properties and shops.

Yvette Mattern is a visual artist who lives between New York and Berlin. She holds a Master of Fine Arts degree from Columbia University's Film Division. Mattern works mainly with video and film, which she fuses with elements of performance, public, art and sculpture. Mattern's video "Last Day of Magic" was included at the 53rd Venice Biennale Official Satellite Program in 2009, and her work has also been exhibited at the Stenersen Museum, Oslo, Norway; Künstlerhaus Büchsenhausen, Innsbruck, Austria; and Freies Museum, Berlin.

Art Production Fund (APF) is a non-profit organization dedicated to producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Recent projects include: SHOW, Vanessa Beecroft, Solomon R. Guggenheim Museum, 1998; PLAN B, Rudolf Stingel summer 2004, Grand Central's Vanderbilt Hall and The Walker Art Center; Prada Marfa, Elmgreen & Dragset, Valentine, TX, 2005, permanent; Greeting Card, Aaron Young, Park Avenue Armory, 2007; Electric Fountain, Noble & Webster, Rockefeller Plaza, 2008. The Ghosts, Sue de Beer, Park Avenue Armory, New York City, 2011; After Hours: Murals on The Bowery, New York City, 2011; David Brooks, Desert Rooftops, NYC, 2011; Josephine Meckseper, Manhattan Oil Project, NYC, 2011; Yoko Ono, Imagine Peace Times Square, NYC 2012. Co-Founders: Yvonne Force Villareal and Doreen Remen; Director: Casey Fremont Crowe.

Lightwave International is a multi-talented production company specializing in dazzling laser light shows and special effects for movies, corporate, touring, and civic events and has performed thousands of events for millions of audience members worldwide. Currently on tour with Skrillex, The Killers, Pretty Lights, Ghostland Observatory and DreamWorks' "How to Train Your Dragon Live Spectacular", Lightwave is renowned for the famous Pink Floyd laser prism, creation of the world's largest full-color entertainment lasers, and performances with acts such as: Kanye West and Jay-Z, Rihanna, Katy Perry, Tom Petty, M.I.A., Madonna, Korn, Little Boots, Linkin Park, X-Japan, and more. Lightwave is a fabricator of Laser systems, distributor of Arctos Laser projectors, and is a Coherent Premium Certified Integrator of OPS Laser sources.

