August 25, 2014 - (Tampa, FL) Hyde Park Village and Art Production Fund are pleased to present a public installation by Jessica Craig-Martin, consisting of 46 banners on display at the Tampa luxury retail locale and neighborhood hangout. These public works will be the first in a series of outdoor exhibitions, and will be on view at Hyde Park Village beginning September 19, 2014.

The banners feature imagery exemplary of Craig-Martin’s distinctive approach to photography, and will be installed throughout the retail district's public areas. These works depict objects of luxury in high-contrast, cropped and fantastical compositions—a woman’s heeled foot alongside a dog’s paw, the jewel-like splendor of a chandelier, and the center rift of a of a blonde woman’s French twist – for example. At once bizarre and ambiguous, Craig-Martin’s images at Hyde Park Village are exemplary of her ongoing interest in abstract forms of fashion portraiture.

“Craig-Martin’s works bring an exciting example of contemporary art to an unexpected and uniquely appropriate public venue,” said Art Production Fund Co-Founders Doreen Remen and Yvonne Force Villareal. “We were inspired by the prospect of working in uncharted territory and within an unexpected forum, and hope this work engages the local community.”

"We are very excited to bring public art to Hyde Park and specifically to showcase Jessica’s amazing work. The beautiful and intriguing images provide a wonderful excuse for family and friends to come together for a quick and convenient cultural break. We hope that the show will not only make people smile but also provoke lively conversation amongst its viewers,” said Samantha David, Head of upMarkets, a division of WS Development.

Jessica Craig-Martin (b. 1963, lives and works in New York) employs photography to subvert the usually prim and glamorous representations of higher society. Craig-Martin's photography has appeared in publications such as Vogue, Vanity Fair, and The New York Times Magazine. Her work is included in such collections as the New Museum, New York, the Guggenheim Museum, New York, and the Whitney Museum of American Art, New York. Her work has been displayed in solo shows at PS1/MoMA, New York; Museo Nacional Centro de Arte Reina Sofia, Madrid; and Greenberg van Doren Gallery, New York.

About Hyde Park Village

Hyde Park Village is comprised of six city blocks in the heart of Tampa Bay’s Hyde Park Historic District. With its first building originally constructed in 1905, the village has long been a landmark retail destination and cherished neighborhood hub. Home to a unique mixture of local, regional, and national boutiques and restaurants, The Village offers an edited array of fashion, dining, and entertainment essentials to the Tampa Bay community. With a beautiful park, majestic oak trees, and brick walkways, it also provides an exceptional venue for monthly Fresh Markets, holiday celebrations, and seasonal art festivals. http://www.hydeparkvillage.com

About Art Production Fund

Art Production Fund (APF) is a 501(c)3 non-profit organization dedicated to commissioning and producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Recent projects include: After Hours: Murals on The Bowery, NYC, 2011; David Brooks, Desert Rooftops, NYC, 2011; Josephine Meckseper, Manhattan Oil Project, NYC, 2012; Kiki Smith, Chorus, NYC, 2012; Yoko Ono, Imagine Peace Times Square, NYC, 2012; Yvette Mattern, Global Rainbow After The Storm, NYC, 2012; Ryan McGinley, Taxi TV, NYC, 2013; Tony Smith, One-Two-Three, NYC, 2013; Tracey Emin, Roman Standard, NYC 2013; Marco Brambilla, Anthropocene, NYC 2013; Vanessa Beecroft, VB73, NYC, 2014. Co-Founders: Yvonne Force Villareal & Doreen Remen; Director: Casey Fremont. www.artproductionfund.org

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For more information please visit: www.artproductionfund.org
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