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## HUGO BOSS and Art Production Fund Present Marco Brambilla's *Anthropocene* September 24 – September 30, 2013

NEW YORK, NY) – **HUGO BOSS** in association with **Art Production Fund** is pleased to present *Anthropocene* by renowned artist **Marco Brambilla**, commissioned in celebration of the new BOSS Flagship Store at The Shops at Columbus Circle. Located in the glass atrium at the Time Warner Center, *Anthropocene* is a site-specific video installation that depicts a surrogate view of the geography within and between Central Park and Columbus Circle. It will be on view to the public from 7p.m. to 10p.m. on September 24 through September 30, 2013.

The term 'Anthropocene' is derived from geology and describes the extent of influence human activities have had on Earth's ecosystems. Projected on three suspended 22 by 30 foot screens, *Anthropocene* consists of two intersecting cinematic chapters that Brambilla created after meticulously exploring the park's design with the Central Park Conservancy's official historian.

In *POV*, the work's central motif, Brambilla employs LiDAR scanning, a technology often used in archaeology to digitally map objects using reflected laser light. The effect is an ethereal, yet scientifically accurate simulation that tracks the terrain from the southwest corner to the northeast corner of Central Park. *Panorama*, the second chapter, displays roving iconic views of the park, which circle on two adjacent screens. Brambilla shot the images using black-and-white night vision, with views of traffic circulating around the park's perimeter and Columbus Circle depicted as a pulsing light show of energy. A recording of a live performance of Camille Saint-Saëns' *Carnival of the Animals* will accompany the projection.

"*Anthropocene* is an aesthetic investigation into the energy and rhythm of the transition between the city and the park," said the artist. Brambilla highlights the fissure between nature and technology; the man-made and the pastoral; the subjective and the objective; and the paradox that one of New York City's largest natural spaces is in fact man-made.

"We have long supported the vision of Marco Brambilla and it is an honor for us to present such an ambitious civic project in association with HUGO BOSS, a company who has continuously supported the arts with great integrity," said Art Production Fund Co-Founders Yvonne Force Villareal and Doreen Remen.

The new BOSS Flagship Store at Columbus Circle will also display Marco Brambilla's video in its main store window for six weeks. The window will allow all visitors of Columbus Circle to enjoy the art installation during the daytime.

**Marco Brambilla (b.1960)** has exhibited extensively in institutions both in the United States and abroad, including the New Museum of Contemporary Art, New York; San Francisco Museum of Modern Art, San Francisco; Santa Monica Museum of Art, Santa Monica; Corcoran Gallery of Art, Washington, D.C.; Kunsthalle Bern, Berne; Alcalá 31, Madrid. Brambilla lives and works in New York.

**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. Co-Founders: Yvonne Force Villareal & Doreen Remen; Director: Casey Fremont. [www.artproductionfund.org](http://www.artproductionfund.org)

### HUGO BOSS Global Arts Program

Within its global arts program HUGO BOSS has organized numerous notable exhibitions. In conjunction with the Solomon R. Guggenheim Museum the Group established the HUGO BOSS Prize in 1996 which has evolved into an internationally renowned art award. The prize was complemented by the HUGO BOSS Asia Art Award this year which focuses on the dynamic Asian art scene. The Art Award is in collaboration with the Rockbund Art Museum in Shanghai.

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