Rainbow Lights Shine in NYC for Hurricane Sandy Victims
Samantha Murphy Nov 29, 2012

New Yorkers who look up in the night sky on Thursday will see a giant glowing rainbow light originating from the west side of the island pointing to regions greatly affected by Hurricane Sandy.

The lights, which can be seen as far as 35 miles away from its starting point at the Standard Hotel near the High Line boardwalk, will serve as a memorial to victims of the hurricane which devastated the city and its outlying areas late last month.

The three-day art installation -- created by artist Yvette Mattern and called "Global Rainbow After the Storm" -- began on Tuesday and will conclude tonight. The lights will shine from 8:00 p.m. to 2:00 a.m. EST.

Seven beams of high-power laser light will be projected over areas hit by the storm, including Brooklyn and Staten Island. The lasers don't actually emit a lot of power -- in fact, only about 24 amps of energy comes from the lights, which is the equivalent power of two hairdryers.

"The rainbow after the storm is biblical from the story of Noah's ark," Mattern told Mashable. "It is a powerful symbol and we felt that it was the right moment to present it as a call to action to raise awareness and funds for those affected."

The project was put together with the help equipment company Lightwave International and the Art Production Fund, the non-profit organization who produced the installation.

New York City isn't the first to showcase this type of rainbow light. Mattern's Global Rainbow project has run throughout cities in Europe, starting with the London 2012 Cultural Olympiad in England.