Seeds in the Desert

Sculpture becomes a high-art billboard for Nevada museum.

BY RABBY KENNEDY

JEAN, NV — The vast desert around this tiny road-end town has attracted artists, sculptors and land artists to create their works in the Nevada desert, including the famous "Seven Magic Mountains" installation by artist Ugo Rondinone.

The installation, completed in 2016, features a series of brightly colored rocks arranged in a geometric pattern along a stretch of road near the town of Ubehebe, Nevada. The project was funded by the Nevada Museum of Art and has become a popular tourist attraction, drawing visitors from all over the world.

The installation is part of a larger trend in contemporary art that celebrates the beauty and scale of the American landscape. The works are often created to provoke thought and reflection, encouraging viewers to consider the relationship between art and nature.

The "Seven Magic Mountains" project was inspired by the idea of creating a "wonder of the world" that would engage with the landscape in a way that was both beautiful and thought-provoking. The result is a striking and imaginative installation that invites viewers to explore the intersection of art and nature.

The installation has received critical acclaim and has been featured in numerous publications, including The New York Times, which described it as a "powerful reminder of the beauty and complexity of the American West."
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By RANDY KENNEDY

RENO, NEV. — The vast desert around this tiny mountain town has inspired artists for at least a couple thousand years. Ancient petroglyphs of tawny and undifferentiated lines cover the canyons, silent in the night. In 1972, the Reno Art Museum opened its doors, a testament to the dichotomy: how something as abstract and quiet as an art museum could exist in a place so vast.

Michael Heltzer, one of the museum's first directors, worked on a vision to turn the museum into a place where art and nature intersect. "We're not just presenting art, we're presenting a space where people can come and connect with the natural world," he said. "It's a place where people can come and appreciate the beauty of the desert and the art.

Reno, which sits at the crossroads of the Reno-Tahoe International Airport, is known for its vibrant art scene. The city is home to numerous galleries and art festivals, making it a hub for artists and art lovers.

"I think it's important to have a place where people can come and connect with art," said Heltzer. "It's a way to bring people together and create a sense of community."

The museum's collection includes works by local and international artists, as well as pieces from the 19th and 20th centuries. The museum also hosts temporary exhibitions, educational programs, and community events.

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