



# FOR IMMEDIATE RELEASE

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Olafur Eliasson, *The collectivity project*, 2005. Installation view at 3rd Tirana Biennale, Albania, 2005. Photo by Olafur Eliasson. Courtesy the artist; neugerriemschneider, Berlin; and Tanya Bonakdar Gallery, New York.

**HIGH LINE ART PRESENTS**

## **OLAFUR ELIASSON *THE COLLECTIVITY PROJECT***

**AN INTERACTIVE INSTALLATION OF AN IMAGINARY CITYSCAPE BUILT  
WITH OVER TWO TONS OF WHITE LEGOS**

**ON VIEW MAY 29 – SEPTEMBER 30, DAILY FROM 10:00 AM TO 7:00 PM  
ON THE HIGH LINE AT WEST 30<sup>TH</sup> STREET**

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**New York, NY (May 19, 2015)** – Presented by Friends of the High Line, High Line Art is pleased to present the North American debut of acclaimed artist Olafur Eliasson's *The collectivity project*, a participatory installation of an imaginary cityscape built with over two tons of white LEGO bricks. Part of the group exhibition *Panorama*, *The collectivity project* will be on view from May 29 to September 30, 2015, daily from 10:00 AM to 7:00 PM, and will be installed on the High Line at West 30<sup>th</sup> Street. A series of public programs for all ages will coincide with *The collectivity project*. More information can be found at [art.thehighline.org](http://art.thehighline.org).

The Danish-Icelandic artist Olafur Eliasson's art is driven by his interests in perception, movement, embodied experience, and feelings of self. Eliasson strives to make the concerns of art relevant to society at large. Art, for him, is a crucial means for turning thinking into doing in the world. Eliasson's diverse works – in sculpture, painting, photography, film, and installations – have been exhibited widely throughout the world. Not limited to the confines of the museum and gallery, his practice engages the broader public sphere through architectural





projects and interventions in civic space, such as his construction of four waterfalls at different sites along the East River in New York City. Presented by Public Art Fund, this public art project introduced a staggering juxtaposition of natural and man-made forces. In 1995, he founded Studio Olafur Eliasson, which today encompasses some seventy-five craftsmen, specialized technicians, architects, archivists, administrators, programmers, art historians, and cooks.

For *Panorama*, Eliasson presents *The collectivity project*, an installation of white LEGO bricks that features an imaginary cityscape conceived and designed by the public. All visitors to the High Line are welcomed to play with the installation, building and rebuilding the structures over time. As the inevitable entropy of the piece begins to soften the hard edges of the designed structures, and mounds of loose pieces gather in the corners between buildings, a beautiful collective creation takes form. Installed in the growing shadow of the real estate development of Hudson Yards, the mutable, human-scale artwork provides a compelling counterpoint to the concrete-and-steel towers that form the project's backdrop. *The collectivity project* has previously been installed in public squares in Tirana, Albania (2005), Oslo, Norway (2006), and Copenhagen, Denmark (2008).

Following the opening, Friends of the High Line in collaboration with local non-profit organizations, will offer free weekly public programs and educational activities. These programs will further activate the installation, by inviting the public to interact with the project and learn more about topics of urbanism, architecture, and the growth of our cities. Kids and family programs, teens and adult workshops, and other public programs will animate the installation, generating a democratic public plaza where the community meets, learns, and exchanges ideas.

For the first time, and unique to the context of the High Line, a selection of architectural firms involved in current or ongoing projects in the surrounding neighborhood – BIG–Bjarke Ingles Group, David M. Schwarz Architects, Diller Scofidio + Renfro, James Corner Field Operations, OMA New York, Renzo Piano Building Workshop, Robert A.M. Stern Architects, Selldorf Architects, SHoP, Steven Holl Architects – have been invited to collaborate by building one visionary structure or construction for the opening of the project. In the cooperative spirit of the project, these initial buildings will become part of the collective architecture that the public builds over the four months of the project's installation.

Cecilia Alemani, the Donald R. Mullen, Jr. Director & Chief Curator of High Line Art says, “We are thrilled to be presenting the North American premiere of Olafur Eliasson’s *The collectivity project*. Part utopian vision of our future, part commentary on the recent developments in our cities, the project will generate a space for conversation and exchange among our communities. I look forward to seeing the High Line visitors participating in this collective project.”

#### **ABOUT THE ARTIST**

Olafur Eliasson (b. 1967, Denmark) lives and works in Berlin. Recent solo exhibitions include Fondation Louis Vuitton, Paris, France (2014 – 2015); Louisiana Museum of Art, Humlebaek, Denmark (2014 – 2015); Tate Britain, London (2014 – 2015); PinchukArtCentre, Kiev, Russia (2011); Martin Gropius Bau, Berlin (2010); 21st Century Museum of Contemporary Art, Kanazawa, Japan (2009); and The Museum of Contemporary Art, Sydney (2009 – 2010). Major public installations include *Ice Watch*, Copenhagen City Hall Square (2014); *Your rainbow panorama*, permanent installation, commissioned by AROs Aarhus Kunstmuseum, Denmark (2011); *The parliament of reality*, permanent installation at The Center for Curatorial Studies (CCS Bard), Bard College, New York (2009); and *The New York City Waterfalls*, Public Art Fund, New York (2008). In 2012, Eliasson launched Little Sun ([www.littlesun.com](http://www.littlesun.com)), a social business that produces clean, affordable, and portable solar-powered lamps – bringing sustainable light to some of the 1.2 billion people worldwide without reliable access to electricity.

#### **ABOUT HIGH LINE ART**

Presented by Friends of the High Line, High Line Art commissions and produces public art projects on and around the High Line. Founded in 2009, High Line Art presents a wide array of artwork including site-specific commissions, exhibitions, performances, video programs, and a series of billboard interventions. Curated by Cecilia Alemani, the Donald R. Mullen, Jr. Director & Chief Curator of High Line Art, and produced by Friends of the High Line, High Line Art invites artists to think of creative ways to engage with the uniqueness of the architecture, history, and design of the High Line and to foster a productive dialogue with the surrounding neighborhood and urban landscape.

*The collectivity project*, part of the group exhibition *Panorama*, is made possible, in part, by a generous donation of LEGO bricks from the LEGO Group.

*Panorama* is supported, in part, by an award from the National Endowment for the Arts.





Major support for High Line Art comes from Donald R. Mullen, Jr. and The Brown Foundation, Inc. of Houston, with additional support from Vital Projects Fund, Inc. High Line Art is supported, in part, with public funds from the New York City Department of Cultural Affairs in partnership with the New York City Council and from the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

**ABOUT THE HIGH LINE AND FRIENDS OF THE HIGH LINE**

The High Line is an elevated freight rail line transformed into a public park on Manhattan’s West Side. It is owned by the City of New York, and maintained and operated by Friends of the High Line. Founded in 1999 by community residents, Friends of the High Line fought for the High Line’s preservation and transformation at a time when the historic structure was under the threat of demolition. It is now the non-profit conservancy working with the New York City Department of Parks & Recreation to make sure the High Line is maintained as an extraordinary public space for all visitors to enjoy. In addition to overseeing maintenance, operations, and public programming for the park, Friends of the High Line works to raise the essential private funds to support more than 90 percent of the park’s annual operating budget, and to advocate for the transformation of the High Line at the Rail Yards, the third and final section of the historic structure, which runs between West 30th and West 34th Streets.

For further information on High Line Art, please visit [art.thehighline.org](http://art.thehighline.org).

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