

EVENT HORIZON

MAD.
SQ.
ART.

MADISON SQUARE PARK CONSERVANCY | ELEVEN MADISON AVENUE, 14TH FLOOR
NEW YORK, NEW YORK 10010 T 212.538.1884 F 212.538.3970 WWW.MADISONSSQUAREPARK.ORG



Antony Gormley, *EVENT HORIZON*, 2007
27 fiberglass and 4 cast iron figures, Each 189 x 53 x 29 cm

Photograph by James Ewing, © The Artist
A Hayward Gallery Commission, courtesy Sean Kelly Gallery, New York and White Cube, London

**NEW YORK CITY SKYLINE PLAYS HOST TO CONTEMPORARY ART IN
ANTONY GORMLEY'S *EVENT HORIZON*,
A MILESTONE PUBLIC ART INSTALLATION
PRESENTED BY MADISON SQUARE PARK CONSERVANCY'S
MAD. SQ. ART PROGRAM**

MARCH 26 – AUGUST 15, 2010

***31 Sculptures To Be Installed
In Madison Square Park and
On the top of Buildings Throughout New York City's Flatiron District***

New York, February 16, 2010—Beginning on March 26, 2010, New York City's celebrated skyline will play host to **Antony Gormley's *Event Horizon***, a landmark public art installation presented by **Madison Square Park Conservancy's Mad. Sq. Art**. On the occasion of *Event Horizon* thirty-one life-size figures of the artist cast in iron and fiberglass will inhabit the pathways and sidewalks of historic Madison Square Park, as well as the rooftops of architectural treasures of New York's vibrant Flatiron District and environs. Twenty-seven sculptures will be placed at elevated heights at participating locations including New York City landmarks such as the Empire

State Building, the Flatiron Building and the New York Life Building. Members of the public will be able to catch stunning views of *Event Horizon* throughout the neighborhood. For more information on *Event Horizon*, please visit the project's dedicated website launching February 25, 2010 at www.EventHorizonNewYork.org.

Adapted for the awe-inspiring skyline of New York from its London premiere commissioned by the Hayward Gallery in 2007, *Event Horizon* will introduce the American public to one of Britain's most celebrated artists in dramatic fashion. Four of Gormley's figures cast in iron will be placed at ground level tangibly interacting with the course of daily life adjacent to Madison Square Park, the epicenter of the district-wide installation. Locations for the four figures situated at ground level include: **Flatiron Triangle, Madison Square Park, 26th and Fifth Avenue**, and **Madison Avenue and 24th**. An additional twenty-seven works will be placed as high as 57 stories, encouraging viewers to look up and around the installation neighborhood at the heart of New York City.

The first installation to take art out of Madison Square Park and into the Manhattan skyline in the history of Mad. Sq. Art, *Event Horizon* will place sculptures at elevated heights at locations including: **1 Madison Avenue, 11 Madison Avenue, 41 Madison Avenue, 51 Madison Avenue, 60 Madison Avenue, 15 Madison Square, 1133 Broadway, 225 Fifth Avenue, 204 Fifth Avenue**, the **Flatiron Building, 304 Park Avenue, 230 Fifth Avenue, 162 Fifth Avenue, 184 Fifth Avenue, 220 East 23rd Street, 928 Broadway, 921 Broadway, 853 Broadway (Union Sq), 245 Fifth Avenue, 11 East 29th Street** and the **Empire State Building**.

"I'm thrilled to be working with New York: people and place. I don't know what is going to happen, what it will look and feel like, but I want to play with the city and people's perceptions. My intention is to get the sculptures as close to the edge of the buildings as possible. The field of the installation should have no defining boundary. The gaze is the principle dynamic of the work; the idea of looking and finding, or looking and seeking, and in the process perhaps re-assessing your own position in the world. So in encountering these peripheral things, perhaps one becomes aware of one's status of embedment," comments artist Antony Gormley.

President of the Madison Square Park Conservancy, Debbie Landau states, "*Event Horizon* is an installation for all of New York City to enjoy. Antony Gormley's figures placed at ground level invite visitors to play and interact while the sculptures placed above will highlight the city's great architecture and fantastic skyline. Whether you are a New Yorker coming to enjoy lunch at Madison Square Park or a tourist on your first trip to New York City, *Event Horizon* invites you to enjoy a view of the city and its skyline like never before."

Event Horizon Website:

As part of the citywide installation, the Madison Square Park Conservancy's Mad. Sq. Art is launching a special *Event Horizon* website. Beginning on February 25, 2010, information about the installation, participating locations, and *Event Horizon* merchandise will be available at www.EventHorizonNewYork.org. The new site will also include links where members of the public can contribute to a citywide dialogue about the installation by following *Event Horizon* on facebook, flickr, and twitter.

Event Horizon is presented by the Madison Square Park Conservancy in partnership with the City of New York and NYC & Company. Major support for *Event Horizon* is provided by The *Wall Street Journal*, Charina Endowment Fund, Sorgente Group, the Irving B. Harris Foundation and the Andy Warhol Foundation for the Visual Arts. Additional support is provided by AXA Art Insurance Corporation, Bloomberg, The Kraus Family Foundation, Sean Kelly Gallery, the Flatiron/23rd Street Partnership and many generous individual patrons of the arts.

The *Wall Street Journal* is the Official Newspaper of *Event Horizon*. *Time Out New York* is the Official Weekly Media Sponsor of *Event Horizon*. The Ace Hotel New York is the Official Hotel Partner of *Event Horizon*.

For more information on the Madison Square Park Conservancy and its many programs including Mad. Sq. Art, please visit <http://madisonsquarepark.org>.

#

Media Contacts:

FITZ & CO

Dan Tanzilli / Concetta Duncan

212-627-1455 ext. 226 / 232

dan@fitzandco.com / concetta@fitzandco.com