



FOR IMMEDIATE RELEASE

NEW PUBLIC ART INSTALLATION POSTED ON
BILLBOARD AT FLATBUSH AVENUE AND 7TH AVENUE

Rico Washington, Elizabeth Hamby, Shino Yanagawa: **Look Up! Billboard**

Press Release October 19th, 2015



Barclays Center, Brooklyn—The public art organization **14x48** is pleased to announce its latest billboard, **Look Up!**, by artists Rico Washington, Elizabeth Hamby, Shino Yanagawa. Located on Flatbush and 7th Avenue in Brooklyn, the billboard is one component of a larger project that profiles members of New York City's affordable housing communities. The billboard will be up for a minimum of 4 weeks.

The installation marks 14x48's ninth project in New York City. For three years, 14x48 has repurposed vacant billboards to create more space in public art for emerging artists and to enliven the urban environment. Previous projects have been located in the Bronx, Queens and Manhattan, and have touched on various themes.

The installation is a collaborative piece by Hamby's **Alphabet City** and Washington and Yanagawa's **We The People: The Citizens of NYCHA in Pictures + Words**. *Look Up!* Creates an alternate appraisal of the vibrant communities and residents of NYCHA buildings. Each of the four shapes featured on the *Look Up!* billboard is indicative of a specific architecture utilized in a particular housing project in Brooklyn. Superimposed with images from members of the public housing community, each shape corresponds with the story of a former/ current resident from the respective housing project. Melding oral histories with the concept of architecture as language, this collaboration presents the opportunity for viewers to redefine the city's neighborhoods beyond implicit stereotypes that have long stigmatized them.

In conjunction with the billboard, the artists have created video interviews with NYCHA residents which can be accessed on 14x48's website or through the Aurasma mobile app at the building (follow: LookUpNYC). A related component of this collaboration is currently on view as part of the *Affordable New York* exhibit, documenting "over a century of affordable housing activism", at the **Museum of the City of New York** through February 2016.

About the Artists

Elizabeth Hamby works between the studio, the classroom, and the city. Using drawing, installation, and participatory workshops, she explores the dynamics of place and the rhythms of everyday experience. Since 2010, she has worked with students, printmakers, and the New York City Housing Authority on a project called *Alphabet City*. Hamby holds degrees from Eugene Lang College and Parsons School of Design (2006), and has exhibited nationally and internationally. <http://www.space-place.net/>

Rico Washington is a journalist whose interviews include Chris Rock, Erykah Badu, and Vin Diesel. His work has appeared in Wax Poetics, Okayplayer, and Ebony.com. His collaborative art projects with photographer Shino Yanagawa, *We The People: The Citizens of NYCHA in Pictures + Words* and *Finding Dante*, have been featured on NPR, Metro NY, and the New York Daily News. He has served as a staff writer for XLR8R Magazine, is a teaching artist with Arts Connection, and is a current Columbia University fellow. www.superbizzee.com

Shino Yanagawa is a Yosei University alum and Tokyo native who has been avidly pursuing her passion for photography for over a decade. Her photos have appeared in GQ-Japan, Harper's Bazaar-Japan, Nylon-Japan, and Japanese newspapers Nikkei and Sankei. She has photographed Beyoncé, Ramsey Lewis, Q-Tip, and Roy Ayers. Her ongoing collaboration with Rico Washington has resulted in the art projects *We The People: The Citizens of NYCHA in Pictures + Words* and *Finding Dante*. The collaborations have exhibited throughout New York City and internationally. shino-yanagawa.squarespace.com

About 14x48

14x48 repurposes vacant billboards as public art space in order to create more opportunities in public art for emerging artists and to enliven the vibrancy of our urban environment. www.14x48.org

Support

Support for 14x48's public art projects has been made possible by individuals and the NY Community Trust, Lamar Outdoor, and others. 14x48 is a sponsored project of Fractured Atlas, a non-profit 501(c)(3) arts service organization.

Visiting the Installation

The billboard is located at Flatbush and 7th Avenues, south of the Barclays Center, in Brooklyn, NY. A map of the billboard's location can be found at: [www.14x48.org/campaigns.html - campaign9](http://www.14x48.org/campaigns.html-campaign9)

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