



FOR IMMEDIATE RELEASE

NEW PUBLIC ART INSTALLATION

by
Johanna Breiding



February 13, 2020, New York, NY – **14x48** is pleased to announce the posting of “Swarm II” a billboard by photographer Johanna Breiding. The billboard, posted on the corner of Broadway and 181st Street in Manhattan, is inspired by the mysteriously moving rocks of Death Valley’s Racetrack playa.

In the artist’s words, “Swarm II documents a collectively choreographed action: a group of teenagers posing against the backdrop of Death Valley’s Racetrack playa, a dry lakebed that is located at the lowest part of the Western Hemisphere and renowned for its mysteriously moving rocks.” The artist draws a material and social linkage between the body and its environment, drawing attention to the ways that one’s surroundings influence the body and visa-versa.

In a busy urban environment, this billboard takes on new meaning, highlighting interdependence and encouraging individual and collective action. It asks passers by: how does resistance or passivity feel in your body? How can collective action, be it quotidian, political, or social, add meaning or galvanize change from a community to global scale?

14x48 will be hosting a street-side viewing on **Saturday, February 22th** from **2-3 pm** across the street from the billboard. For more information please visit our website at:<http://www.14x48.org/campaigns.html#campaign22>.

The billboard will be on view through **mid March 2020** and possibly longer, depending on vacancy.

About the Artist

Johanna Breiding works with photography, video, installation and collaboration to reinterpret historical events, putting the past into a meaningful transformative relation with the present, and giving voice and ground to underrepresented and marginalized communities. Their practice is committed to representing subjects that are marked “deviant” or illegible, and to experiment with forms of world-making that offer an alternative to state-sanctioned legitimation, and gendered and racialized hierarchies. It invites viewers to feel how resistance might move our bodies and to pay attention to the landscapes that hold us as we persist.

About 14x48

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

www.14x48.org

Artists for this current billboard were nominated to apply by **Shandaken Projects**, a New York City-based nonprofit organization that has offered free services to artists since 2012. Nominated artists were selected from a pool of over 150 alumni of the residencies **Shandaken: Storm King** and **Shandaken: Governors Island**, as well as the postgraduate fellowship program **Paint School**, applications for which are currently open. More at www.shandakenprojects.org.

Support

Support for 14x48’s public art projects has been made possible by individuals and the NY Community Trust, Lamar Outdoor, and Red Rock Outdoor. 14x48 is made possible in part with public funds from Creative Engagement, supported by the New York City Department of Cultural Affairs in partnership with the City Council and administered by [Lower Manhattan Cultural Council](#). 14x48 is a sponsored project of Fractured Atlas, a non-profit 501(c)(3) arts service organization.

Visiting the Installation

The billboard is located on the corner of [Broadway and 181st Street in Manhattan](#).

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