



Market Square Public Art

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ARTIST ALLARD VAN HOORN UNVEILS MIX -N- MATCH MARKET SQUARE PUBLIC ART INSTALLATION

DYNAMIC, INTERACTIVE LIGHT AND SOUND INSTALLATION CREATED WITH SEVEN PITTSBURGH COMMUNITY GROUPS

Downtown Pittsburgh, PA – The latest Market Square Public Art installation, *Mix -n- Match*, will transform the Square into a giant interactive jukebox that visitors can operate. The artwork, created by sound, installation, and performance artist Allard van Hoorn from the Netherlands, connects with users of Market Square, both near and far, to create a new experience of the public space. Visitors can interact with musical tracks that were created by van Hoorn in collaboration with a diverse collection of Pittsburgh organizations. Tracks are selected from a large record player pin located in the middle of the Square, and amplified in the public space during daytime and early evening hours. The music is accessible using headphone jacks outside of these hours, and users can download an interactive app that uses live video and sound feeds at MarketSquarePublicArt.com. The piece will officially open Friday, March 18 at 5:30 p.m. and will be a stop on the Pittsburgh Cultural Trust's special Bicentennial Gallery Crawl.

"It has been an amazing experience working with such a diverse representation of Pittsburgh's communities, such as the LGBT community, a local church, steel drummers from a high school, and university tap dancers. It has been a unique opportunity to see how talent connects to Downtown Pittsburgh, and discover the potential of Market Square as a stage for community cultural expression." said van Hoorn. "I can't wait to see how people enjoy the interactive jukebox that we built for them."

Throughout the event, the community groups who helped to produce the jukebox soundtracks will do live performances in Market Square. Van Hoorn's collaborators for the project include: Project Silk; tap dancers from Point Park University; Pittsburgh Creative and Performing Arts School (CAPA); steel drum players from the Urban Pathways Charter School; Carnegie Library of Pittsburgh – Hazelwood and Hazelwood residents; the Pittsburgh Downtown Partnership's Clean Team; and the First English Evangelical Lutheran Church. In addition to the collaborators, more than 25 special performances and educational opportunities will complement the installation, which will be on view to the public through April 30. Please visit www.marketsquarepublicart.com for schedule and details.

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Everyone is welcome to meet the artist and learn about the piece at his artist talk and opening reception on Saturday, March 19 at 4:30 p.m. at Perle Champagne Bar (above NOLA on the Square), 25 Market Street, Downtown Pittsburgh. Space for the talk is limited; an RSVP is requested by phone to (412) 391-2060 x237 or online at www.publicartpittsburgh.com. Following the talk, the group will walk with the artist to experience the installation and enjoy a live performance by project participants at 6:30 p.m. The performance is free and open to the public.

“*Mix -n- Match* is a wonderful piece of art that is indicative of Pittsburgh’s incredible culture. We’ve attracted a world class, international artist to create this piece, which has become a true collaboration, highlighting the many diverse talents found in our city,” said Mayor William Peduto. “I hope everyone will visit Market Square to experience this very cool installation first hand.”

Special Performances and Educational Opportunities

The Office of Public Art will provide on-site interpretation of *Mix -n- Match* on Tuesdays from noon – 1:00 p.m. and Thursdays from 5:00 – 6:00 p.m. Throughout the course of the installation there will be weekly performances and several special events to celebrate the art. Among these many events are:

- Saturday, March 19, 4:30 p.m. – Artist talk Perlé Champagne Bar, 25 Market Street, Market Square
- Saturday, March 19, 6:30 p.m. – Opening Celebration
- Wednesday, March 30, noon – Pittsburgh Downtown Partnership Clean Team performance
- Wednesday, April 6, 1:00 p.m. – CAPA Student performance
- Saturday, April 16, 1:00 – 3:00 p.m. – Carnegie Library of Pittsburgh - Hazelwood performance
- Saturday, April 23, 1:00 – 4:00 p.m. – Kid City Rockers Dance Party with DJ Kelly Mom
- Saturday, April 30, 6:30 p.m. – Closing Event, including a performance by Project Silk

Information on these and other events can be found at MarketSquarePublicArt.com and will be updated throughout the course of the installation.

Artist bio

Allard van Hoorn was born in 1968 in Leiden, the Netherlands. He is a Dutch performance, sound, and installation artist working across architecture, music, dance, and design. Van Hoorn’s artwork creates physical, visual, and acoustic maps and scenarios for public space, where the public can interact with sound, light, and the built environment.

Van Hoorn’s work has been shown at institutions and events like the biennales and triennials of Tbilisi, Havana, Istanbul, Gwangju, among many others. In 2015, he was awarded the Talent Development Grant from the prestigious Mondriaan Fund. He has spent time as both a guest and studio artist at a variety of universities around the world, including Gerrit

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Rietveld Academie in Amsterdam, NL, Architectural Association Interprofessionals Studio in London, UK, and at Royal

College of Art, London, UK. Additionally van Hoorn is founder of the Platform for Urban Investigation, a nomadic, cross-disciplinary research facility investigating local urban environments around the world in collaboration with architects, designers, choreographers, musicians, and visual artists.

About the Market Square Public Art Program

The Market Square Public Art Program is a program of the City of Pittsburgh/Public Art Division, and is managed by the Pittsburgh Downtown Partnership with technical assistance from the Office of Public Art. Designed to bring energy and creativity to the outdoor urban core during winter months, the program showcases the very best in contemporary public art and establishes Market Square as a local, regional, and national arts destination. The program was launched in February of 2014 with *Congregation*, an artwork by pioneering new media artists KMA (UK). In 2015, the program presented *A Winter Landscape Cradling Bits of Sparkle* by artist Jennifer Wen Ma.

Funding for the Market Square Public Art Program has been generously provided by Richard King Mellon Foundation, The Heinz Endowments; the Art Works program of the National Endowment for the Arts, a federal agency; an anonymous source, and the Pittsburgh Downtown Partnership. Local production support for this installation is being provided by Flyspace Productions and the Office of Public Art, with additional support provided by the Ben Peoples Industries and the E H Schwab Company.

Please visit MarketSquarePublicArt.com for more information about the program

About the Pittsburgh Downtown Partnership

The Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, marketing, economic development and advocacy. For more information, visit www.DowntownPittsburgh.com, follow us on Twitter @downtownpitt and "like" us on Facebook.

About the Office of Public Art

The Office of Public Art is a public-private partnership between the City of Pittsburgh Department of City Planning and the Greater Pittsburgh Arts Council. Founded in 2005, they provide technical assistance and educational programs about public art in the Pittsburgh region. For more information, visit www.publicartpittsburgh.org

About the City of Pittsburgh Public Art Division

The Public Art Division of the City of Pittsburgh is housed within the Department of City Planning., its major roles are to staff and facilitate the City's Art Commission and to conserve and plan for the City's collection of art and cultural objects. For more information or contact, visit: www.pittsburghpa.gov/dcp/public-art/.