

Media Contact

Alexander Droesch, Olu & Company
631-235-9367 / alex@olucountry.com

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**ECOART PROJECT LAUNCHES “REBOUND-NYC,
ART POP-UPS IN DORMANT STOREFRONTS”
WITH EXHIBITIONS IN BRYANT PARK AND UNION SQUARE**

To celebrate Earth Day 2021, six artists create impactful experiences that investigate the state of our environment. The pop-ups engage artists working in visual and performing arts to present work with environmental themes, such as climate change, biodiversity loss, and recycling.

New York, NY – The non-profit [EcoArt Project](#) announces the launch of [Rebound-NYC](#), a new initiative repurposing empty storefronts as cultural pop-ups throughout New York City. Following the devastating effects of COVID-19 on New York’s businesses and streetscapes, EcoArt Project is teaming up with the nonprofit Chashama and local store owners to revitalize the streets of the city with exciting exhibitions that stimulate conversations on our environment and climate change through work by internationally-recognized visual artists and designers.

From **March 25 - April 18** at 1155 6th Avenue, near Bryant Park, EcoArt Project presents ***The Weather Within*** by New York-based artist **Alex Nero**. With a series of projections and photographs, the artist imagines the entrenched perspective of climate-change denial as an internal weather pattern—a frozen mindset that humans need to thaw in order to shift.

From **April 15 - 27** at 7 East 14th Street, near Union Square, EcoArt Project presents ***Earth Day Experience 2021***. Coinciding with Earth Day on April 22, the interdisciplinary exhibition will feature new pieces by artists **Cicely Carew, Peter Gerakaris, Stephen Mallon, Sam Nester, and Hara Woltz**, whose works visualize the fragility of our planet and imagine sustainable futures. Both exhibitions will be free and **open to the public from 4pm - 8pm**.

The two pop-up exhibitions, part of *Rebound-NYC*, seek to communicate the urgency of the environmental crisis to the public by fostering dialogues on climate change, global warming, and their translation into visual art. Following over 330 applications from artists around the world, the final artists for the pop-ups were selected by a jury panel composed of arts educator Gail Heidel, art historian Alicia Lubowski-Jahn, gallerist Gloria Porcella, and curator Destinee Ross-Sutton. Supported by a grant from The Rockefeller Brothers Fund, EcoArt Project has awarded prizes of \$3,000 to each of the artists.

“We’re thrilled to be able to contribute to the regeneration of the city’s street life and cultural infrastructure with our pop-up exhibitions during this critical time of recovery” said **EcoArt Project Founder and Executive Director Pino Fortunato**. “Offering experiences of art and design with

environmental perspectives, the pop-ups are safe spaces to gather and reflect on the beauty of our planet and the impact of climate change. We look forward to expanding the initiative with additional real estate partners to continue our programming across the city, which will include upcoming artist residencies.”

In addition to the art installations, a select number of artists will be featured in Earth Day 2021 virtual events organized by Earth Day Initiative, a New York-based nonprofit organization bringing the spirit of the first Earth Day into the 21st century. Earth Day Initiative’s entirely virtual events will feature a livestream stage on April 18 and an interactive virtual exhibitor fair on April 19, with further details and speakers to be announced.

The Weather Within and *Earth Day Experience 2021* will be free and open to the public with all necessary COVID-19 precautionary measures in place. Please visit www.ecoartproject.org for more information on the project and the opening hours of the pop-ups. The organization can also be found on Instagram @ecoartproject and encourages the public to share their experiences using the hashtag #REBOUNDNYC.

ABOUT ECOART PROJECT

EcoArt Project is a New York City-based non-profit organization that channels the forces of art and design to inspire climate change action and environmental awareness. Founded by Executive Director Pino Fortunato in 2010, the non-profit pairs curatorial expertise with artists and designers to create and share impactful messages of eco-sustainability and environmentalism with the public realm through exhibitions, artist residencies, and creative placemaking initiatives.

For over a decade, the creative think tank has engaged and published work by over 1,500 artists from around the world in its online [Showcase](#). A digital forum with global viewership, the EcoArt Project Showcase functions as an in-progress catalogue raisonné chronicling the green art movement. The non-profit operates with the goal of building the largest global network of artists and designers whose works promote the wellbeing of the planet.

ABOUT CHASHAMA

For over 26 years, Chashama has partnered with property owners to transform unused real estate into artist workspace, presentation space and space for free art classes for seniors and youth. Each year, Chashama makes \$9 million worth of real estate available to artists, activates 1 million square feet with high quality programming and manages and beautifies hundreds of spaces in New York.