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**DATMA Launch Brings World-Renowned Art, Design, and Technology  
to Southcoast Massachusetts**

*New organization announces “Summer Winds” exhibitions, programs, and initiatives alongside  
premier installation of “Silver Current”*

**NEW BEDFORD, MA** March 12, 2019 – To mark the launch of [The Massachusetts Design Art and Technology Institute](#) (DATMA), the art institute and its partners will kick off a city-wide, collaborative venture called “Summer Winds” from July 1 to September 30, 2019. Open and free to the public, DATMA has commissioned the centerpiece of “Summer Winds,” a large-scale, site specific architectural art installation called “Silver Current” created by internationally celebrated and Los Angeles, CA based artist Patrick Shearn and his Poetic Kinetics team.

“DATMA is a unique approach to art exhibition, forgoing a traditional museum visit by engaging community partners to provide an unprecedented experience to showcase original and contemporary art innovation to its visitors,” said Lindsay Mis, Executive Director of DATMA. “Our inaugural season is inspired by New Bedford’s rich ongoing and historical connection to the

ocean and seafaring.”

“Silver Current” will feature an 8,000-square foot kinetic net sculpture, in Shearn’s signature style, installed over Custom House Square in New Bedford, MA throughout the “Summer Winds” season. DATMA has chosen the theme of wind to highlight a natural element of the Southcoast geography that has inspired and brought prosperity to many in the past and will do so again.

Made out of ultra-lightweight metalized film, “Silver Current” is the latest of the artist’s series “Skynets” that will move and shimmer with the wind, from 15 feet off the ground to 115 feet in the air. The customized piece is comprised of approximately 5,200 linear feet of rope, 200 handtied technical knots, and approximately 50,000 streamers of holographic silver film on a monofilament net, forming an iridescent wind wave form. Harnessing available wind, the artwork rises high into the sky and gently cascades down again, undulating in a display that is striking from a distance and intimately immersive up close.

“Today’s winds no longer push sails of whaling ships,” said Roger Mandle, Board Chair and Co-Founder of DATMA, “but they will now drive wind turbines set sail for a new course by working with investors to create a wind energy industry that will invigorate the New Bedford area and produce masses of inexpensive, and environmentally pure, renewable energy for the region and beyond.”

“Summer Winds” will feature local and international artists and performers who will create exciting installations and performances that interact with the wind throughout downtown New Bedford, in public parks, and along the waterfront. Exhibitions will include artwork by 19<sup>th</sup> century Dutch painters at the New Bedford Whaling Museum, Brooklyn-based graffiti muralists, and Guatemalan kite designers. Lectures will feature Olympic sailing coach Richard Feeny and boat designer Chris White to discuss sustainability practices in sailing. “Summer Winds” organizational partners include 3<sup>rd</sup> Eye Unlimited, AHA!, Buttonwood Zoo, Co-Creative Center, Community Boating Center, New Bedford Art Museum/ArtWorks!, New Bedford Ballet, New Bedford Free Public Library, New Bedford Science Café, New Bedford Whaling Museum, Rotch-Jones-Duff (*RJD*) House and Garden Museum, South Coast Film Forum, Superflat, The Zeiterion Performing Arts Center, Our Sisters’ School, UMass Dartmouth Center for Visual & Performing Arts, Tabor Academy, Newport Restoration Foundation, and Waterfront Historic Area LeaguE, W.H.A.L.E.

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### **About The Massachusetts Design Art and Technology Institute (DATMA)**

The Massachusetts Design Art and Technology Institute (DATMA) was founded to enhance the evolving dynamic cultural and economic life of Southcoast Massachusetts. Identified as the Commonwealth's most creative economies by the Massachusetts Cultural Council and was presented with the "Commonwealth Award," DATMA is committed to bringing world-renowned art, design, and technology exhibitions, programs, and initiatives to the visitors and citizens of New Bedford and the region. The art institute, DATMA will collaborate with the business and education sectors of the region to bring artists into schools and expand public awareness, bring in new cultural assets into the mix as well as create exhibitions and programs that show the impact of new technologies on design and art.

Founded in 2016, DATMA has a diverse, highly motivated 16-member Board of Trustees including prominent members of the regional and global business, civic, philanthropic, arts, design, and technology sectors. The Board Chair and Co-Founder of DATMA, Roger Mandle, has 40 years of experience in building museums around the world and is a major contributor of the STEM to STEAM (Science, Technology, Engineering, Art, and Math) education initiative, championed by the Rhode Island School of Design (RISD) which he had served as President.

### **About Patrick Shearn**

Patrick Shearn is a Los Angeles-based artist specializing in larger-than-life, immersive art installations. The artist's signature kinetic sculptures, called Skynets, earned him international renown after the debut of "Liquid Shard" enamored the city of Los Angeles, transforming an underused public square in the heart of downtown into a bustling destination overnight. Shearn's expertise in animatronics, robotics and visual effects—gleaned from a 30-year tenure in the film industry as a creature maker and visual effects supervisor—has lent traction to a prolific career as creative director for his studio Poetic Kinetics. The studio is behind the most iconic artworks at Coachella and has set the bar for festival works that both engage the immediate public through interactivity and reach viral notoriety on social media. Shearn's large-scale sculptures have been installed in cities such as St. Petersburg, Russia; Berlin, Germany; Los Angeles, U.S.; Lisbon, Portugal; and soon New Bedford, U.S.