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**DATMA's LIGHT 2020 Brings World-Renowned Art, Design, and Technology to
"City That Lit the World"**

*For the second year, the non-profit launches free public art exhibitions,
programs, and initiative*

NEW BEDFORD, MA – [Massachusetts Design Art and Technology Institute](#) (DATMA), the contemporary art institute and its partners will kick off a city-wide, collaborative venture called "LIGHT 2020" from June through September 2020. DATMA's free public art projects will examine New Bedford's legacy as the "city that lit the world" with a lens through renewable energy. Each piece will be aimed to enlighten and inspire, will be observed while socially distancing in cars and bikes, and will not involve crowds or require going into a space.

The artists DATMA has selected for LIGHT 2020 feature light as their artistic medium and will provide a respite through artistic expression. Throughout the program year, DATMA will present free performances and exhibitions by **Soo Sunny Park** and **MASARY Studios**, and implement the practice of project-based learning and promote STEAM education. DATMA is expanding its educational component by working with faculty at UMASS Dartmouth, the Greater New Bedford Vocational Technical High School, and Youth Opportunities Unlimited. In addition, DATMA's guest artists will each work with students in and outside of the classroom, on community beautification projects, and workshops for youth.

DATMA's LIGHT 2020 presents *Photo-kinetic Grid* by Soo Sunny Park

Artist Soo Sunny Park's work reconfigures boundary materials including fencing, glass and plastic windows, sheetrock walls, video cameras, projectors, and light to expand and explore a variety of liminal spaces, in particular spaces between inside and outside, sculpture and drawing, image and object, vision and what we see. Here, she will create a reflective light room, visible from downtown city streets, using media of light and space. *Photo-kinetic Grid* explores kinetic sculptures in a new way where its central form is built out of welded chain link fencing, filled with see-through silver plastic tiles tied in place by stainless steel wire. Several projectors throw images of the grid back onto itself. The projectors are the primary light source for the work, and these projected images are, in turn, bounced onto the walls, ceiling, and floor of the space.

When images are projected onto itself, however, it is changed, producing a new image which is also captured by the cameras and thrown back at the central form. The result is a feedback loop among the cameras, projectors, and the reflective grid. Feedback loops like these are inherently unstable, as if the cameras and projectors are trying to capture something, but in the act of doing so, they change it. Also, the tiles are just reflective silver mirrors therefore all of the color is generated by the strained camera-projector cycles in which subtle chromatic cues are enhanced by rapid feedback of visible light.

Photo-kinetic Grid is not just the fence and plastic, or the projectors, cameras, and light, but the living assemblage of all of them. In that sense, this is a kinetic work, in constant, evolving motion, even though most of its concrete parts are still. This piece also opens



up new liminal spaces for investigation. Cameras produce images that could ordinarily be nothing but records of what something else is like and deployed like this, however, the image plays an important part in making the work what it is. The kinetic feedback opens up that unstable space between images as records and images as things that change the world. For Soo Sunny Park, it is reminiscent of how frustrating it can be trying to understand ourselves. "As we try to do so, we change, and so we are moving targets. We want to occupy the liminal space between ourselves as a thing to be understood and as the very thing trying to gain understanding," she shares.

Photo-kinetic Grid by Soo Sunny Park will be on view at UMass Dartmouth CVPA Star Store Swain Gallery at 715 Purchase Street in New Bedford from June 20 until September 14, 2020 daily from the street through the floor-to-ceiling gallery windows. The piece will be observed while socially distancing in cars and bikes and will not involve crowds or require the need to go into the space.

DATMA's LIGHT 2020 presents *VESSELS* by MASARY Studios

VESSELS is two-part piece - a video work and a live performance - celebrating the vital role that the New Bedford fishing industry plays in the local and global economies. Three prominent downtown New Bedford buildings will be lit by internationally renowned MASARY Studios in large-scale, digital animation murals with original sound scores that spotlight the maritime industry - the heart of the region's economy. Looking at ships as grand characters in the story of the city, the work will be an abstraction and aesthetic reconsideration of what is a ubiquitous expression of the local landscape. In addition, a 40- to 60-minute live performance, inspired by the various fishing vessels that each encompass a specific design to do their intended work, will take place in 2021.

VESSELS will celebrate the innovations that have come out of the area as well as champion the men and women who have dedicated their lives to the industry. Through the sound and video installations at various sites downtown, the project places the ships inland as a part of the conversation between vessel, navigation, character, and community. The captains, crew, provisions, gear, ice and of course the fish - all orbit around these mechanical centerpieces of the lives of the fishermen. These ideas and culture not only live on the pier and at sea but in the homes and streets of the city. This artwork is an exploration of the vessels and their role in the story of New Bedford. The live performance will be set at the New Bedford waterfront using docked boats as the inspiration and focus for the musical and visual performance. The boats will be addressed with various lighting and projection textures producing mystery and creating an abstract interplay of line and form.

"DATMA is excited to partner with New Bedford Fishing Heritage Center in launching this important project," says, DATMA's Executive Director Lindsay Mis. "The performance experience will be an abstraction of the fishing industry and community that is the city's lifeblood, reconsidering the textures of the fishing landscape as expressive elements through the interplay of lighting design, projection textures, and a percussive musical score performed by professional musicians.

The three large-scale sound and video artwork will be installed on three different buildings along Union Street in downtown New Bedford from June 21 until August 1, 2020 daily after sunset. The live performance will take place in 2021.



DATMA's LIGHT 2020 uses STEAM to create public art by students from Greater New Bedford Vocational Technical High School

Students will collaborate under the guidance of Chris Bardt of Studio 3six0 architecture firm to design, fabricate, and install a permanent sculpture at the intersection of Union and Purchase Streets in downtown New Bedford. Additional mentors include Horacio's Inc. and the City of New Bedford's Department of Public Infrastructure. The proposed renewable energy-powered sculpture will emit light in evening hours and act as a landmark to signify Purchase Street as a cultural epicentre. The sculpture will be a symbolic beacon of the city's talented youth who take pride in where they live and represent the leaders of tomorrow. The permanent sculpture will be installed fall 2020 onwards.

"Planning for this year has shifted due to the current global health crisis, but we remain committed to the community and feel it is our obligation to provide respite through artistic expression," said Roger Mandle, Board Chair and Co-Founder of DATMA "New Bedford once produced the fuel that literally lit lamps around the globe. We once again wish to pay tribute to this city's role in history and the beacon it will be for future generations through the use of renewable energies which is why we chose to work with these esteemed artists and light."

"Following last year's highly successful "Summer Winds" programming, we wanted to find a way to expand the impact of LIGHT 2020," said Lindsay Mis, Executive Director of DATMA. "Education and experiential learning are at the heart of DATMA's mission. By partnering with UMASS Dartmouth and the Greater New Bedford Vocational Technical High School we hope to bring STEAM to the younger generation through art."

LIGHT 2020 organizational partners include 3rd Eye Unlimited; Arts, History, Architecture, AHA!; the Co-Creative Center; New Bedford Ballet; New Bedford Symphony Orchestra; New Bedford Free Public Library; New Bedford Art Museum/Artworks!; Rotch Jones Duff House; Superflat; UMass Dartmouth Center for Visual & Performing Arts; Studio 3six0; New Bedford Science Cafe; Youth Opportunities Unlimited, Y.O.U.; New Bedford Buttonwood Zoo; Greater New Bedford Vocational Technical High School; Bristol Community College; and the City of New Bedford.

As of right now, partner exhibitions include:

Amanda Means: Light Years photography exhibition
May 23 - September 10, 2020
at UMASS Dartmouth College of Visual & Performing Arts

Pastoral Light curated by Allie Copeland featuring 19th-century landscapes from the New Bedford Free Public Library Collection
August 2020 – January 2021
in the City Gallery at New Bedford Art Museum/Artworks!

August 2020 - August 2021
Fence mural with artist TBD in conjunction with Superflat
at corner of Acushnet Avenue and William Street in New Bedford

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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. As a non-collecting museum, DATMA will collaborate with the business and education sectors of the region to bring artists into area 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.

To mark its launch, DATMA and its partners kicked off a city-wide, collaborative venture called "Summer Winds" that was open and free to the public. During this time, DATMA commissioned 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, over Custom House Square in New Bedford, MA, receiving notable reviews near and far.

Founded in 2016, DATMA has a diverse, highly motivated 18-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. www.datma.org

About Soo Sunny Park

Born in Seoul, Korea, Soo Sunny Park moved to the U.S. at the age of ten and grew up in Marietta, Georgia and Orlando, Florida. Park is a Professor of Studio Art Department and the Parents Distinguished Research Professor in the Humanities (2018-2021) at Dartmouth College in Hanover, New Hampshire. She received a BFA from Columbus College of Art and Design in Columbus, Ohio and M.F.A in Sculpture from Cranbrook Academy of Art in Bloomfield Hills, Michigan. After a residency in Skowhegan School of Painting and Sculpture in Maine, she worked in St. Louis, Missouri as an installation artist and Lecturer at the Washington University in St. Louis, Missouri. In 2001, she was awarded with the River Front Times Best of 2001, Sculptor of St. Louis. Park is a recipient of the Joan Mitchell MFA Grant; Grand Prize winner of the 19th Annual Michigan Fine Arts Competition; Helen Foster Barnett Prize: The National Academy Museum, New York; Cite Internationale des Arts Studio Residency, Paris, France; The Rockefeller Foundation: The Bellagio Center Residency, Bellagio, Italy; Kultur Osterbotten Fellowship, Ateljé Stundars Residency, Korsholm, Finland; Vancouver Biennale 2014-15 Residency, British Columbia, Canada; and Martin Shallenberger Artist-in-Residence, Cheekwood, Nashville, Tennessee. www.soosunnypark.com

***Photo-kinetic Grid* by Soo Sunny Park (photo courtesy of Richard Gormley)**



About MASARY Studios

MASARY Studios is a transdisciplinary collective reconsidering environment through site-specific installations using sound, light, interactivity, and performance. Based in Boston, MA, the studio's practice includes live percussion performance, electronic music and production, façade projection-mapped video, artistic research, technology and materials fabrication, and the expansive use of dimensional animation. MASARY was founded in 2015 and the studio is artist-owned and managed. www.masarystudios.com

***VESSELS* by MASARY Studios (photo courtesy of Aram Boghosian)**

