

The Detroit Public Library  
**Person, Place, or Thing**

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Saturday, March 30, 2019  
8-10pm



## ***Person, Place, or Thing***

### Projection Map Installation:

While the role of the library has ostensibly been to advance the development of knowledge and preserve the cultural record, it has also been a crucial force in the often-contentious struggle to define American values. With the rise of the internet as an omnipotent element of our everyday lives, centers of knowledge have turned away from the curated halls of the library and toward the wild, unbounded reaches of the limitless web.

***Person, Place or Thing***, by artists **Maria Kozak** and **Gabriel Hall** explores this shift by examining the contrast between these two spaces and what it means for the citizen. What is the new textbook? What is the new source of trusted information? Who will judge the meaningful from the endless stream of trivial babel and fake news?

In their large-scale installation, the library as an edifice becomes a canvas. A kiosk will be set up outside where the participants are granted limited agency in the piece. Using a MIDI communications protocol, a keyboard will be set up whose unmarked buttons each correspond to a subject pre-determined by the artists; the things most sought on the internet. When participants press one button, a randomly image of a *person* will be Google searched by an AI driven algorithm and projected in enormous scale onto the façade of the library. When another button is pressed, a glitch will occur and an image of a random *place* will appear, and so on. Within the category boundaries anyone or anything could pop up: a celebrity or an anonymous woman; a kitten or an ancient map; gifs, logos, products, diagrams, and most likely; mistakes. The last button will prompt today's most trusted source of knowledge to appear; a Wikipedia page.

Through the piece participants are urged to reflect upon a grand old institution and the limits and liberties of a constantly developing world.



Fig 1. The Detroit Public Library



Fig 2. GIF projection example

Gabriel Hall has previously projection mapped The Detroit Public Library with ***Knowledge is Power***, the first installation of it's kind there for the **Dlectricity Festival** in 2012. You can view the installation [here](#).

This installation is a part of the ***Safe Space*** exhibition curated by **We Are Familia**.

Opening Saturday, March 30, 2019  
Closing Friday, April 26, 2019



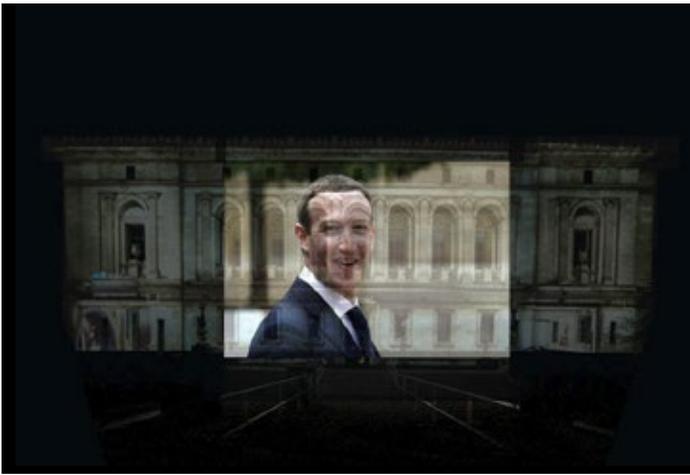


Fig 3; Person projection example

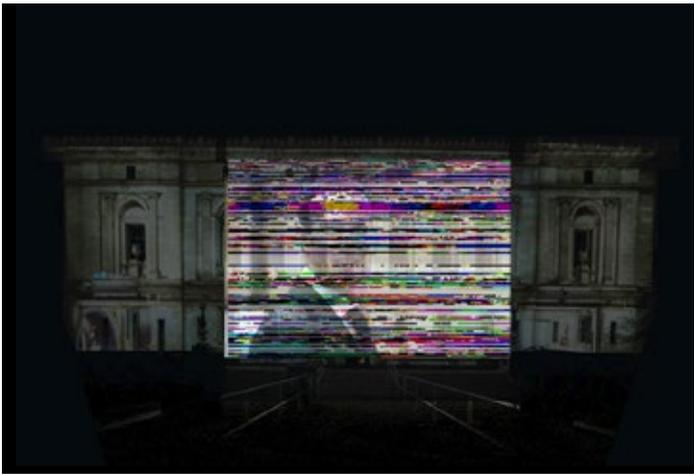


Fig 4; Transition glitch projection example

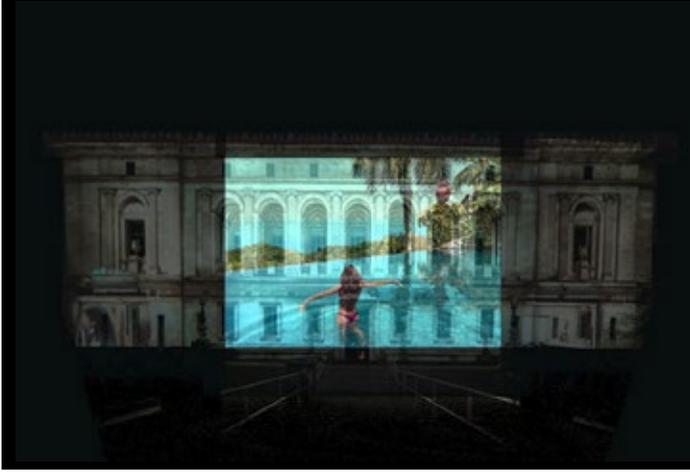


Fig 5; Place projection example

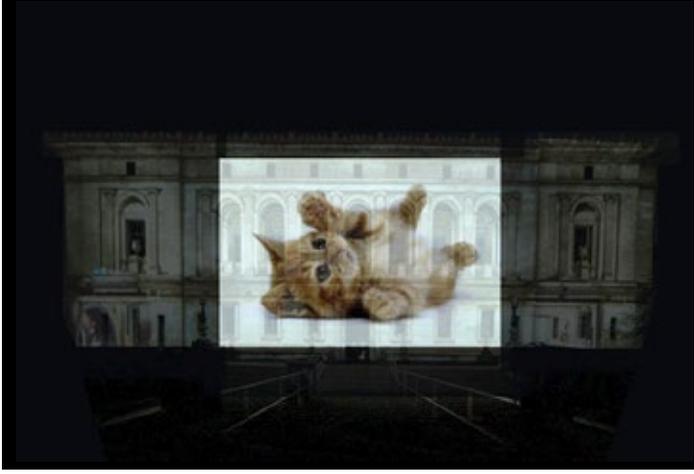


Fig 6; Cat projection example



Fig 7; Culinary projection example

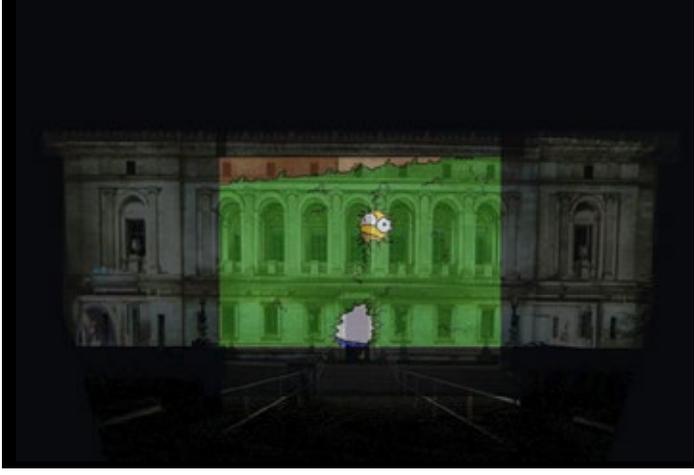
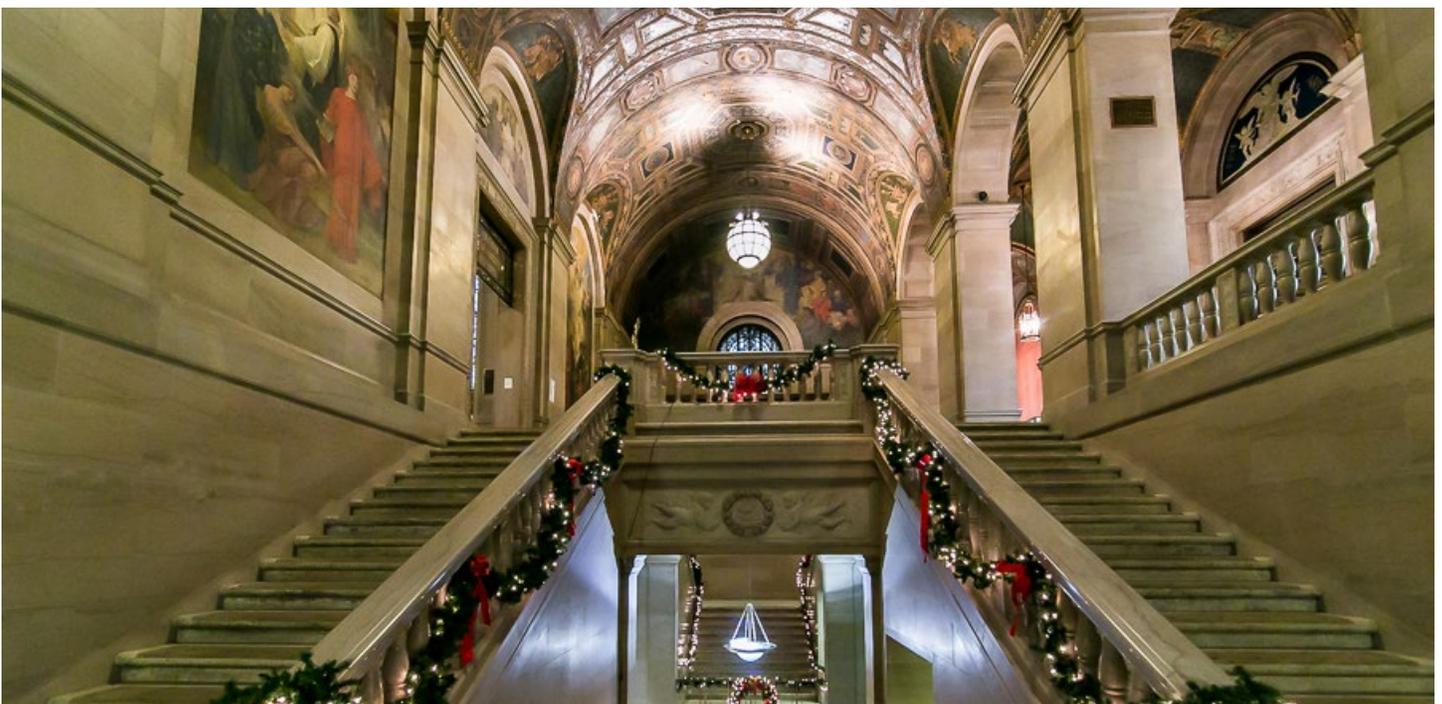


Fig 8; GIF projection example



## The Detroit Public Library

The Detroit Public Library is the fourth largest library in the United States, situated in The Cultural Center Historic District of Midtown Detroit, Michigan. Constructed in 1921 in an Italian Renaissance style, the building offers a striking backdrop to showcase contemporary artwork.

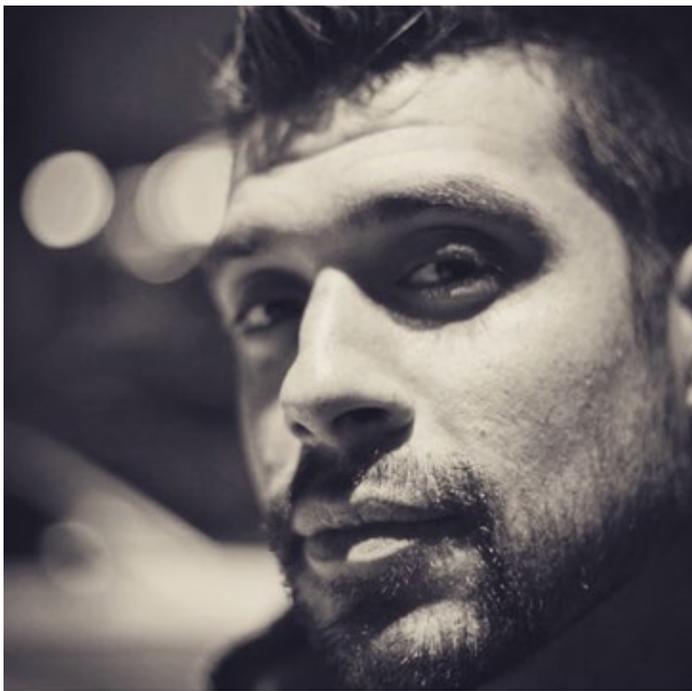


## Artists



### **Maria Kozak**

Maria Kozak is a painter and new media artist living and working in Brooklyn, NY. Her work explores tensions between humanity, nature and technology and how we define ourselves in a cyber age. She has strong interest in the process and the manipulation of materials both analog and digital. Her work is found in collections nationally and abroad and has been mentioned in Artsy, the Wall Street Journal, The Art Newspaper and Paper magazine. She is co-founder of Baang, a new media project that creates immersive experiences at the intersection of art and technology. It was launched at Sotheby's in the summer of 2017 and has since had installations at the SPRING/BREAK Show, Barney's, and Moda Operandi. She has a master's degree from the New York Academy of Art.



### **Gabriel Hall**

The work of Gabriel Hall explores the relationship between illusionary multi-media dimensional experiences. Fascinated by the blending realities of perception, what starts out as simple soon becomes finessed into an illusion of control, leaving only a sense of what can be done in the dawn of a new reality. Digital variations layered upon and within traditional art work and architecture are generated from both animated opaque and transparent textures come alive within the medium of projection mapping art. As temporal forms become reconfigured, the viewer is left with an insight into the inaccuracies of initial perceptions and into the limits of what is perceivable. New D Media Arts is a Detroit-based team of visual artists led by Gabriel. Together we develop and implement various forms of light sculpture and projection mapping installations that utilize emerging technologies. We are story tellers, filmmakers, animators, sound designers, coders, and all artists who work together to create experiences that aim to leave a lasting impression.

We-Are-Familia Presents

## **Safe Space** @ The Detroit Public Library

The Library is a public meeting place, where all ideas and forms of knowledge are welcomed and archived. It's a refuge for readers, believers, and doers to congregate, contemplate change, learn, and grow. The public library is a safe space.

*Safe Space*, a group exhibition highlighting work by ten+ artists, aims to extend the Library's ability to cull community. This immersive pop-up exhibition will display various art forms such as painting, sculpture, motion capture, lighting and performance. The exhibition will also showcase the work of longtime We-Are-Familia members, who will be on-site during opening night.

Like the Library's mission to enlighten and empower people by providing diverse and dynamic pathways to literacy and learning, *Safe Space* will hold space for the curious to learn more about themselves and others.



## We-Are-Familia

We-Are-Familia is a group of artists and designers from around the world who work collaboratively.

Together, we foster and build community through the arts, which are multi-sensory and multi-linguistic. We do this to lessen the feeling of aloneness so prevalent in modern society, challenging and expanding upon the traditional idea of "family."

Additionally, We-Are-Familia promotes the careers of artists and designers through shared resources and networks. Since 2008, We-Are-Familia has organized collaborative projects and curated exhibitions for its 60+ members.

Past initiatives include:

### *Collaborative Artworks*

Our first endeavor was a series of one-of-a-kind Keepsake Boxes. The project had its debut at Colette Paris and was exhibited at the Fountain Art Fairs in NYC during Armory Week and in Miami during Art Basel. A We-Are-Familia Keepsake Box was commissioned by The Museum of Art and Design (MAD, NYC). Most recently we participated and made a keepsake box of the BAANG room at the SPRING/BREAK Art Show last year in New York City.

### *Road Trip*

Our NYC-Beacon experience included a round-trip school bus ride, DIA Beacon visit, and We-Are-Familia exhibition opening at Open Space Gallery. The day concluded with a catered family-style al fresco dinner party.



# Past Press



Modern Spaces NYC President Eric Benasin (l.), artist/curator Jennifer Garcia and artist Chris Mendosa get together in a model condominium at 18-43 Jackson Ave. in Long Island City. Benasin and Garcia's partnership allows area artists to display work in small condos. Photo by Craig Wang/Daily News

## Partnerships with LIC painters create real art houses

BY LEIGH REMIZOWSKI  
@LEIGHREMIZOWSKI

IT'S THE next big thing in art galleries — empty luxury condos.

A Long Island City real estate firm is playing matchmaker between prospective homebuyers and local artist-in-residence programs.

Modern Spaces NYC is offering up its vacant condominiums as gallery space for artists — locating their exposures while sprucing up the hard-to-sell apartments.

"The marriage of art and real estate couldn't be more right," said Eric Benasin, president of Modern Spaces.

The firm takes no commission from the artists and gives them full reign to decorate the model units as they see fit. Then, the art-filled condos are used as showrooms for open houses.

In a \$1 million penthouse at Ten 63 Condominiums, a 41-unit complex on Jackson Ave., "A lot of these galleries, you get told what to do," Mendosa said. "But here I was free to put the art where I wanted it."

Even better, Modern Spaces is offering the person who ends up buying the three-bedroom penthouse a \$1,000 credit toward Mendosa's artwork.

"A lot of new buyers are changing their lifestyles by moving," Benasin said. "Maybe their old painting of their own's worth anymore."

At the Powerhouse Condominiums on 51st Ave., Modern Spaces does the work of its sales office with photographs by former Long Island City resident Eric Lavery.

Lavery was commissioned by the building's developer to chronicle the transformation of the Long Island Rail Road power plant into a luxury apartment complex.

He took more than 17,000 photos, many of which have been purchased by residents of the building.

"It just made sense to show my photos there," Lavery said.

Recently, Modern Spaces also opened up an empty, unfinished unit on the first floor of Ten 63 Condominiums to the international artists-cooperative, We-Are-Familia, for a so-called "pop-up" gallery.

The gallery moves between unoccupied spaces around the world for short, week-long exhibits. Modern Spaces offered the Jackson Ave. location for free.

"It gets more people in to see their space and it helps us because we don't see the traditional gallery," said Jennifer Garcia, a founder of We-Are-Familia.

Garcia recently was hired by Modern Spaces to recruit artists for the agency.

Benasin said working with local artists is his way of giving back to the people who he believes made Long Island City what it is today.

"Development usually follows the artists," he said. "These are the people who are bringing life to an area."

## Daily News

CO. DESIGN

NEWSLETTER / SIGN UP / SEARCH Q

11.03.11

### An Exhibition Of Artfully Designed Boxes That Outshine Their Contents

The artists' collective We-Are-Familia transforms Fritz Hansen remnants into stunning receptacles for ephemera.

...er shells by Poul Kjaerholm and bangle cord to enclose a set of words by We-Are-

## Fast Company

COOL HUNTING

KIN CODA

Art and design collide in a thought-provoking show that encapsulates the beauty of brotherly collaboration

By Karen Day on 17 November 2011

## Cool Hunting

ELLE

sparkling CHRISTMAS gifts

SWAROVSKI

FASHION STYLE REPORT

Runway Fashion Spotlight Style Scout Trending a Moment Street Chic Best Trend Blog: Elle Tel.AU Paris Trends Milan Trends London Trends New York Trends Runway ABCs Style Report More Style Report Fashion Videos Fashion Forum Project Runway SHOPPING BEAUTY ASTROLOGY

### All in the Family

Since its September inception in 1997, Paris concept shop Coda has made its way into customers' closets, from makeup cases, breakfast tables, and bookshelves. Now finally making their presence felt at the family holiday gathering with an exhibition from Brooklyn-based artists collective We-Are-Familia, an independent creative study on the concept of "family." The project features fifty artists, musicians, and designers contributing their own memories and personal ideas of family to create keepsake boxes fashioned from recycled and found objects. The boxes, each signed and numbered, will be on display at Coda starting Monday. Contributors include artist/music-accessories-designer Kim Sanghe, Juno at direction Kim Saporito, designer Melissa Pecherian, and an assorted crew of sound engineers, film producers, and photographers who make up We-Are-Familia's modern-day globe family. And while the work is provocative and beautiful, its most notable quality just might be its ability to connect: this season's inevitable highlighting of your own family's traditions. (10/27/11) 11 2011-11-03 10:00

WE ARE FAMILIA AT CODA, 273 NEW JERSEY AVENUE, PARIS, NJ 07652-3200

## Elle Magazine

designmilk

MODERN FURNITURE ARTWORKS

ARTWORKS

HomeDecor

Kin Coda Exhibition

11.14.11 | Photo by Gordon Whitman | Art: Mike

submaterial

10 PEOPLE IN ART MORE

Mindy Wilson

10 PEOPLE IN ART MORE

Julia Ronecki

Julia Ronecki is a Connecticut-based web and interior design blogger who has published hundreds of articles on design, art, and lifestyle.

## Design Milk

INTERIOR DESIGN

TOP 100 CHAIRS | PROJECTS | NEWS | EVENTS | VIDEO | PRODUCTION | HOMES

A Family Affair

October 1, 2011 By Bruce Gold

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## Interior Design



## Community Demographics

We-Are-Familia events usually host an audience between the ages of 25 and 45 of largely creative individuals and young professionals looking to be inspired by cutting edge art and tech. They have at least a bachelors degree and their income falls between \$65,000–\$200,000.

Through the combined efforts of We-Are-Familia, The Detroit Public Library Marketing Department, and our exhibiting artists, the *Safe Space* exhibition will host a targeted demographic including influencers within the art, design, and literary communities. Students, urban dwellers, bloggers, and community leaders will also be in attendance. 300 guests are expected to attend but because **Person, Place or Thing** will be projected on the outside of the building in a high traffic area, it's visibility will be tenfold.



## Partnership Opportunites

We are looking for sponsors to help offset our costs. In exchange for funds we will promote your brand/foundation/cause throughout the entirety of the exhibition including;

### Promotion and Exposure

Top billing via an extensive PR campaign conducted by We-Are-Familia and The Detroit Public Library.

### Projected Logo

We will project your logo gigantically on the face of the Detroit Public Library throughout the piece.

### Email Blast

Your logo, brand statement, and hyper-link on an email, sent to 7,000+ invitees.

### Social Media Presence

Photos, recognition, and appropriate hash-tagging on Instagram, Facebook, and Twitter by We-Are-Familia, The Detroit Public Library, and participating artists.

### Online Inclusion

Logo hyper-linking on [we-are-familia.org](http://we-are-familia.org).

### Venue Signage

Your logo, statement, and social media handles on visible signage inside the venue for one month, while the exhibition is live.

## Budget

These are the quoted costs for New D Media Arts to produce and install a one night projection mapping display March 30th 2019 on the Detroit Public Library.

<b>Mapping Server System + Onsite Mapping Process Projection</b>	<b>\$5,500</b>
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<b>Mapping Content Creation</b>	<b>\$5,150</b>
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<b>Projector : 30k Lumen CHRISTIE</b>	<b>\$7,800</b>
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<b>Weather Housing and Mountable</b>	<b>\$1500</b>
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<b>TENT and Truss Structures Security</b>	<b>\$1350</b>
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<b>Installation Labor, Window Cover, and Gear Transportation Interactive</b>	<b>\$1200</b>
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<b>Touch based control system + Kiosk</b>	<b>\$2,500</b>
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<b>TOTAL</b>	<b>\$25,000.00</b>
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**Thank you.**

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