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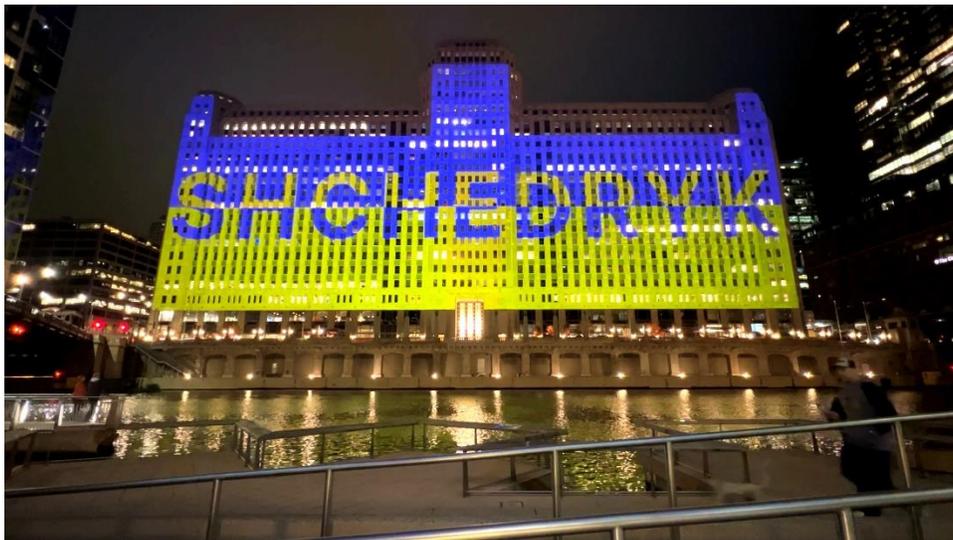


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Shchedryk: Carol of The Bells by PHOTINUS Studios – Courtesy of Art on theMART

ART ON THEMART ANNOUNCES SPECIAL ADDITION TO FALL PROGRAMMING WITH HOLIDAY PROJECTION SPOTLIGHTING UKRAINIAN CAROL OF THE BELLS

Shchedryk - Carol of The Bells: Unwrap the Holiday Magic Relays History of Beloved Holiday Carol Originally Created by 20th Century Ukrainian Composer

Projection, Created by Serviceman in Ukrainian Armed Forces, Raising Funds for Relief in Ukraine

CHICAGO – *Art on theMART*, in cooperation with the Ukrainian Ministry of Foreign Affairs, today announced a special addition to Fall 2022 programming. In recognition of the cultural contributions Ukraine has made to the world throughout its history, *Art on theMART* is hosting an eight-day showing of ***Shchedryk - Carol of The Bells: Unwrap the Holiday Magic***, a holiday-themed projection spotlighting the work of Ukrainian composer Mykola Leontovych, who arranged the melody of “Carol of The Bells” in 1916. *Shchedryk - Carol of The Bells* premieres on **Art on**

***theMART* Thursday, November 10, 2022, at 8:30 p.m.**, and will be on view nightly through November 17.

Shchedryk - Carol of The Bells recounts the history of *Shchedryk* (the original Ukrainian title of “Carol of the Bells”), from the ancient origins of Ukrainian caroling culture through to the world-renowned “Carol of The Bells” tune. The animated holiday-themed projection relays the original Ukrainian lyrics, which tell a story of a swallow returning home for spring. The roots of the song go back to pre-Christian times in Ukraine when Ukrainians sang folk songs in the spring and asked the gods for abundance in the new year. The projection’s lead artist, Max Robotov, is currently enlisted in the Armed Forces of Ukraine and stationed near the front lines of the conflict. The core team includes:

Max Robotov – Lead Artist
Ivan Svitlychnyi – Lead Creative Director
Oleksiy Sai – Lead Animator; Creative Director
Georgiy Potopalskiy – Composer
Tina Peresunko – Narrative Curator
Sofiya Dzhurynska – Lead Project Coordinator

“Our hearts go out to the people of Ukraine,” said Cynthia Noble, executive director of *Art on theMART*. “As the world’s largest ongoing digital public art installation, we are proud to cooperate with Ukraine’s Ministry of Foreign Affairs to amplify Ukraine’s cultural contributions during the holidays.”

“We’d like to extend our gratitude to *Art on theMART* for accommodating our Ukrainian-made projection in their fall programming,” said Yevgeniy Drobot, project coordinator for *Shchedryk* and deputy consul general of Ukraine in Chicago. “As the war in Ukraine nears its eighth month, our country’s proud defenders continue to preserve our independent nation, and we are gracious of the support given by the people of Chicago thus far.”

The father of more than 150 musical compositions, Mykola Leontovych was born in the city of Vinnytsia, Ukraine in 1877. Leontovych attended a seminary in Kamianets-Podilskyi but decided against the priesthood, instead choosing to teach voice and music lessons. His passion for music brought him to St. Petersburg in 1903 to pursue a formal education in the field. By 1916, Leontovych had finished his masterpiece: *Shchedryk*, a choral piece composed of a simple folk melody that mesmerized audiences. Met with broad acclaim from its debut performance in Kyiv, Leontovych would go on to tour the world performing *Shchedryk*. A performance in Carnegie Hall in 1922 was described by the *New York Times* as “simply spontaneous in origin and artistically harmonized.”

Shchedryk became an instrument of Ukrainian diplomacy at the beginning of the 20th century. The world tour was meant to form a positive perception of Ukraine abroad and help in the recognition of the independence of the Ukrainian People’s Republic, proclaimed in 1918. The Christmas-inspired English lyrics were written by American composer Peter Wilhousky after he heard *Shchedryk*. His version of the song, with unchanged music and the new title “Carol of The Bells,” quickly became a classic once it was published and copyrighted in 1936. “Carol of The Bells” would reach the height of its popularity when it was included in the soundtrack for the blockbuster holiday movie *Home Alone*, and it lives on as a staple of holiday music around the world. Today, there are more than 1000 variants of *Shchedryk*.

Dive deeper into the history of a Ukrainian song that became a symbol of Christmas all over the world: ukraine.ua/carol-of-the-bells/.

Shchedryk - Carol of The Bells: Unwrap the Holiday Magic premieres on *Art on theMART* Thursday, November 10, 2022, at 8:30 p.m., and will be on-view nightly through November 17. *Art on theMART* is free and can best be experienced from the jetty section of the Chicago Riverwalk on Wacker Drive between Wells Street and Franklin Street, where accompanying audio can be experienced. For more information, visit artonthemart.com or follow #ArtontheMART.

About PHOTINUS

PHOTINUS Studio was founded in 2018 by a group of artists and musicians including Max Robotov, Liera Polianskova, Ivan Svitlychnyi, and Georgiy Potopalskiy. The studio creates and develops interactive light & sound installations, direct multimedia and video mapping presentations pertaining to VR and other digital technologies in addition to teaching young professionals in PHOTINUS School. The co-founders have participated in international art exhibitions, including Venice Biennale, Transmediale Vorspiel, Digital Cultures, Ars Electronica Festival, Strichka Festival, Kyiv Lights Festival and others. Max Robotov (who serves in the Ukrainian Armed Forces), Liera Polianskova, Ivan Svitlychnyi, and Georgiy Potopalskiy created the "Shchedryk" 3D video projection in 2021. *Shchedryk* was developed with the financial support of the British Embassy Kyiv and the Western NIS Enterprise Fund (WNISEF).

About UNITED24

The President of Ukraine, Volodymyr Zelenskyy, launched the fundraising platform UNITED24 as the main venue for collecting charitable donations in support of Ukraine. Funds will be transferred to the official accounts of the National Bank of Ukraine and allocated by assigned ministries to cover the most pressing needs. Contributions made through this program will go to President Zelensky's UNITED24 platform, where they will be used to purchase much-needed medical supplies in Ukraine. To donate, [click here](#).

About *Art on theMART*

Art on theMART, presented in partnership with Chicago's Department of Cultural Affairs and Special Events (DCASE), is the largest permanent digital art projection in the world, projecting contemporary artwork across the 2.5-acre river-façade of theMART. This expansive permanent piece of public art continues Chicago's legacy of providing both residents and visitors with exceptional art that is both free and accessible to all. Projections are visible to the public from Wacker Drive and along the Chicago Riverwalk.

The program content rotates seasonally and is selected with the assistance and expertise of the Curatorial Advisory Board. The City of Chicago and theMART work in partnership to manage and curate the projected artwork over the course of a 30-year agreement. Privately funded by Vornado Realty Trust, owner of theMART, *Art on theMART* marks the first time a projection of its size and scope is completely dedicated to digital art with no branding, sponsorship credits or messaging. The permanent projection system illuminates theMART with 34 state-of-the-art projectors totaling almost one million lumens.

For more information, visit artonthemart.com or follow us on social media:

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#ArtontheMART

About theMART

theMART (formerly The Merchandise Mart), located in the center of the sought-after River North submarket, is interwoven into the fabric of Chicago as an innovator in business, technology,

culture, art, media and more. As the largest privately owned commercial building in the United States, it is also one of the world's leading commercial buildings, wholesale design centers and the preeminent international business location in Chicago. Encompassing 4.2 million gross square feet, theMART spans two city blocks, rises 25 stories, and is visited by an average of 30,000 people each business day and nearly 10 million people annually. Offering continuous innovation and creativity from leading manufacturers and design forward showrooms, theMART serves as the home to Chicago's most creative and technologically innovative companies including Motorola Mobility, 1871, Yelp, PayPal and MATTER, as well as Fortune 500 companies ConAgra Brands, Allstate, Medline Industries, Beam Suntory and Grainger. For more information, visit themart.com.

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