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For Immediate Release:
November 5, 2018

ARTon
the**MART**™



ART ON THEMART TO FEATURE WINTER HOLIDAY PROGRAM ADDITIONS TO THE LARGEST DIGITAL ART PROJECTION IN THE WORLD

Seasonal Imagery by Obscura Digital to Debut on theMART Saturday, November 17

Chicago — **theMART**, with the City of Chicago, today announced the addition of winter holiday imagery to the inaugural program of *Art on theMART*, the largest permanent digital art projection in the world. Commissioned by Vornado Realty Trust, Obscura Digital created six seasonal images that, as of November 17, will project across the 2.5 acre river-façade of theMART intermittently throughout the two-hour program. On view through the end of the year, the seasonal imagery transforms the inaugural program into a festive holiday destination.

“*Art on theMART* has quickly become a Chicago staple that brings residents and visitors from all walks of life to enjoy the Riverwalk in a new way, and it is fitting that the legendary installation is getting in the holiday spirit,” said **Mayor Emanuel**. “Emblematic of public art across the city, this addition to Chicago’s social fabric both welcomes in visitors from around the world to enjoy and builds a better quality of life in our neighborhoods and communities.”

The winter holiday images created to supplement *Art on theMART*'s inaugural program will run through Obscura Digital's state-of-the-art filtering system to create dynamic and vibrant animations. The seasonally-themed projections will be on view as interstitial moments throughout the program, which runs through Monday, December 31, culminating in a special New Years Eve viewing.

"We invite all to celebrate the holiday season of light by viewing the brilliant digital works of art projected onto the river facade of theMART at over a million lumens," said *Art on theMART* Executive Director **Cynthia Noble**. "The new winter images will create visual delight and demonstrate the next level of *Art on theMART*'s spectacular projection system capabilities."

About Art on theMART

Art on theMART 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 Dr. and along the Chicago Riverwalk two hours a night (7 – 9pm), five days a week (Wednesday – Sunday), for ten months of the year (March – December). The program content rotates every season, 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 will be completely dedicated to digital art with no branding, sponsorship credits or messaging.

Artists for the inaugural program of *Art on theMART*, Diana Thater, Zheng Chongbin, Jason Salavon and Jan Tichy, were selected by theMart in consultation with a Curatorial Advisory Board shaped by theMart and the City's Department of Cultural Affairs and Special Events. Two of the selections were made in partnership with the Terra Foundation for American Art as part of *Art Design Chicago*, a year-long celebration of Chicago's art and design legacy.

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 culture, art, business, fashion, media and more. As the largest privately held commercial building in the United States, it is 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 showrooms, theMART serves as a business hub for interior designers, architects, contractors, business owners and buyers, and recently has become 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, Allstate, Kellogg, Beam Suntory, Grainger and Caterpillar.

About The Chicago Riverwalk

The Chicago Riverwalk is managed by the Chicago Department of Fleet and Facility Management with programming support from the Chicago Department of Cultural Affairs and Special Events. Access to the space is free and open to the public daily from 6 a.m. – 11 p.m. For more information about the Chicago Riverwalk and a complete schedule of events, visit chicagoriverwalk.us — and join the conversation on social media using #ChiRiverwalk.

About Obscura

Obscura Digital, founded in 2000, is a San Francisco-based creative studio that combines next level technology with awe-inspiring artistry to transform spaces into experiences, locations into destinations, and moments into memories. Obscura works with visionary, global change-making clients to create one-of-a-kind immersive multimedia experiences that reinvent physical space and inspire audiences. They provide both cutting edge technological development and content creation to develop light- and video-based augmented architectural integrations, large-scale projection mapping, and interactive media interfaces.