

FOR IMMEDIATE RELEASE

**INTERCONTINENTAL MIAMI HOSTS MONUMENTAL ARTWORK FOR FRINGE PROJECTS, TEMPORARY PUBLIC ARTWORKS LAUNCHING FOR DOWNTOWN ART DAYS**

FEATURING THE PREMIER OF SIEBREN VERSTEEG: *SMALL IS BEAUTIFUL* AT THE INTERCONTINENTAL MIAMI WITH PERFORMANCE BY BEN VIDA AND “TEA CEREMONY” FROM JPW3  
LAUNCH PARTY HOSTED AT SEAFAIR MEGA YACHT BY CONTEXT ART FAIR



**THURSDAY, SEPTEMBER 8, 7-10PM**

Fringe Projects Opening Reception & Launch Event  
Seafair Mega Yacht  
100 Chopin Plaza Miami, FL 33133  
RSVP REQUIRED: <https://goo.gl/forms/26bdUPKbHGQlhKEF2>

**Print Ready Images available:**

[https://www.dropbox.com/sh/4jfditfnu1y7719/AABYu05RXh8ucvMb090s\\_MrWa?dl=0](https://www.dropbox.com/sh/4jfditfnu1y7719/AABYu05RXh8ucvMb090s_MrWa?dl=0)

**Video:**

<https://vimeo.com/170498903>, (Password: smallisbeautiful)

**THURSDAY SEPTEMBER 8 LAUNCH EVENT FEATURING:**

Siebren Versteeg  
*small IS beautiful*, 2016  
LED lights  
InterContinental Miami  
100 Chopin Plaza Miami, FL 33133  
Nightly Screenings: Thursday September 8 - Monday, September 12

JPW3  
*Zenjail*, 2016  
Tea Ceremony  
Waterfront between SE 1st Street and SE 2nd Street  
6:00 – 7:30pm

Ben Vida  
*Traces*, 2016  
Performance  
Seafair Mega Yacht  
100 Chopin Plaza Miami, FL 33133  
7-10pm

**FRIDAY SEPTEMBER 9, 7-9PM**

Alan Gutierrez, *Untitled (scene)*  
Performance  
Miami Center for Architecture & Design (sidewalk of NE 1st Street)  
100 NE 1st Ave, Miami, FL 33132

Fringe Projects, Miami's premier agency for temporary public art, is pleased to launch a program of new commissions in Miami's downtown on the occasion of Downtown Art Days, with a launch event at Seafair Mega Yacht supported by Context Art Fair. Fringe Projects' partners include the Miami Downtown Development Authority, Miami Dade-County, Department of Cultural Affairs Art in Public Places, Wavemaker Grants Program, and the John S. and James L. Knight Foundation.

The evening of Thursday September 8th will feature the premier of *small IS beautiful*, a public artwork by New York-based artist Siebren Versteeg situated on the exterior "digital canvas" of the InterContinental Miami, with an exciting vantage point from the nearby roof-top deck of the Seafair Yacht. For this monumental artwork, Versteeg will present the entire text of the seminal book "Small is Beautiful: A Study of Economics as if People Mattered" by E.F. Schumacher word for word. For six evenings, large letters will scroll down the sides of the hotel at a pace that is comfortable to read, offering a complete public reading visible for miles on Miami's skyline. For decades, this renowned book has been a resource for economists, business strategists and politicians alike to promote environmentalism and balance between economic growth and the costs of globalism on society.

The launch event kicks off five evenings of public screenings of the over 300-page book, so that it will be "read" in its entirety, each night dedicated to a section of the book: Part 1: THE MODERN WORLD, Part II: RESOURCES, Part III: THE THIRD WORLD, Part IV: ORGANISATION AND OWNERSHIP, and Epilogue.

Versteeg's premier of *small IS beautiful* launches three days before a solo exhibition *Middle Ages* opening on Saturday, September 10 at Michael Jon and Alan, a contemporary art gallery located at 255 NE 69<sup>th</sup> Street, Miami FL 33138.

Also featured in the launch event on the deck of the Seafair will be the work of New York-based artist Ben Vida, with a performance entitled *Tracers*, an electronic music piece that uses a process of digitally tracing preexisting recordings to extract control data. For this iteration Vida has traced recordings of a Cuban drum ensemble demonstrating Santeria rhythms. The control data extracted from these rhythms were fed into a number of synthesizing systems to create disjunctive dance tracks.

*small IS beautiful* is one of Fringe Projects artworks launching for Downtown Art Days weekend: Further information on each of the artists is available at [www.fringeprojectsmiami.com](http://www.fringeprojectsmiami.com)

**JPW3, *Zenjail***  
**Bayfront Park**  
**301 Biscayne Blvd, Miami, FL 33132**  
**(Waterfront between SE1st Street and SE2nd Street)**

**Tea Service Launch Event: Thursday September 8, 6pm – 7:30pm**

Fringe Projects is pleased to announce the forthcoming temporary public art commission, *Zenjail* by Los Angeles-based artist JPW3. Composed of cast aluminum, wood, and cut steel, *Zenjail*'s design echoes the form of a Japanese-style construction and the contemplative spaces found within them. The structure, marked with a checkered exterior, functions as a site of dichotomies such as peace and violence, nature and architecture, or the presence of zen in jail. Drawing from "The Book of Tea" and other philosophical and aesthetic treatises linked to Teatism and Zenism, the sculptural intervention invites visitors to contemplate a space where zen exists, trapped within the body and the installation.

**Cara Despain, *Sea Unseen***  
**Miami-Dade College Wolfson Campus, Kyriakides Plaza**  
**Miami, FL 33132**  
**(NE 4th Street between NE 1st Avenue and NE 2nd Avenue)**

Fringe Projects is pleased to announce the selected commission of *Sea Unseen* by Miami-based artist Cara Despain. An audio project, sounds will incorporate a narrative blend of facts and sonic components that will feel like a humorous quasi-sci-fi radio

program about sea level rise. Situated on Miami-Dade College's Wolfson campus, sets of small waterproof wireless bluetooth speakers will be situated in storm drains across from each other on the pedestrian easement at the MDC. By using sound rather than sight, the work will create an opportunity for visitors to experience their surroundings in a different way. For the astute listener, this may conjure larger ideas, such as the loss of silence, of habitat, the approaching sea, or the impacts of industrialization. However, the work will also also create a magical, uncanny encounter with art.

**Alan Gutierrez, *Untitled (scene)***

**Miami Center for Architecture & Design (sidewalk of NE 1st Street)**

**100 NE 1st Ave, Miami, FL 33132**

**\*\*One night only performance: Friday September 9, 7:00-9:00pm**

Fringe Projects is pleased to present a performance by Miami-based artist Alan Gutierrez. *Untitled (scene)* consists of the artist manipulating a suite of production equipment, including a rain machine and theatrical lighting, and a prop newspaper which obscures the artist's identity. The artist will fulfill this singular non-narrative vignette, the iconic image of a pedestrian caught in an urban rainstorm and holding a newspaper over his head on a sidewalk.

**Short description of all 2016 Fringe Projects artworks for Downtown Art Days:**

FRINGE PROJECTS: Visit [www.fringeprojectsmiami.com](http://www.fringeprojectsmiami.com) for Event Details

Treating the city of Miami as a platform, Fringe Projects commissions artists to create temporary, site-determined projects in the public realm. This year, Fringe is thrilled to present four major projects for Art Days: New-York-based artist Siebren Versteeg presents *small IS beautiful*, an outdoor reading of the entire text of the seminal a book "Small is Beautiful, Economics as if People Mattered" on the digital canvas of the InterContinental Miami over six evenings. Los-Angeles-based artist John Patrick Walsh III (JPW3) will create *Zenjail*, a Japanese style construction in Bayfront Park. Miami-based artist Cara Despain will present *Sea Unseen*, an audio project incorporating a quasi-sci-fi radio program about sea level rise on Miami Dade College's Wolfson campus. For a one-night performance, Miami-based artist Alan Gutierrez will present *Untitled (scene)*, on the steps of the Miami Center for Architecture & Design, involving a suite of production equipment including a rain machine and theatrical lighting.

**Fringe Projects / 2016 Schedule of Events for Downtown Art Days**

**Friday September 9 – Sunday September 11, 2016**

**Ongoing:** Cara Despain, *Sea Unseen*

Miami-Dade College Wolfson Campus, Kyriakides Plaza  
Miami, FL 33132  
(NE 4th Street between NE 1st Avenue and NE 2nd Avenue)

**Ongoing:** JPW3, *Zenjail*

Bayfront Park  
301 Biscayne Blvd, Miami, FL 33132  
(Waterfront between SE1st Street and SE2nd Street)

**Ongoing:** Siebren Versteeg, *small IS beautiful*

InterContinental Miami  
100 Chopin Plaza, Miami FL 33133  
(Nightly screenings through Monday, September 12)

**Thursday, September 8**

**7-9pm:** Opening Reception: Siebren Versteeg, *small IS beautiful*

InterContinental Miami  
100 Chopin Plaza, Miami FL 33133  
(Nightly screenings through Monday, September 12)

JPW3  
*Zenjail*, 2016  
Tea Ceremony

Waterfront between SE 1st Street and SE 2nd Street  
6:00 – 7:30pm

Ben Vida  
*Traces*, 2016  
Performance  
Seafair Mega Yacht  
100 Chopin Plaza Miami, FL 33133  
7-10pm

### **Friday September 9**

**6:30-7:30pm:** Fringe Walking Tour  
Miami Center for Architecture & Design  
100 NE 1st Ave, Miami, FL 33132  
Fringe Projects Walking & Metro Mover Evening Tour with Thom Wheeler Castillo and Fringe Projects Curator Amanda Sanfilippo

**7:00-9:00pm:** Performance: Alan Gutierrez, *Untitled (Scene)*  
Miami Center for Architecture & Design (sidewalk of NE 1st Street)  
100 NE 1st Ave, Miami, FL 33132

### **Sunday September 11**

**1pm – 2:30pm:** The Miami Rail Presents *Block by Block*: Downtown Miami & Fringe Projects  
Miami Center for Architecture & Design, 2<sup>nd</sup> Floor  
100 NE 1st Ave, Miami, FL 33132

*Block by Block* is the Miami Rail's author series that invites Miami based writers, to engage specific communities and neighborhoods in Miami by providing lectures, workshops and other programming. This iteration will feature a discussion with Fringe Projects Curator Amanda Sanfilippo & participating artists on the nature of intervention-based temporary public art in Miami's downtown.

**2:45pm – 4:15pm:** Fringe Walking Tour  
Miami Center for Architecture & Design  
100 NE 1st Ave, Miami, FL 33132  
Fringe Projects Walking & Metro Mover Tour with Thom Wheeler Castillo and Fringe Projects Curator Amanda Sanfilippo

### **ABOUT FRINGE PROJECTS:**

[www.fringeprojectsmiami.com](http://www.fringeprojectsmiami.com)

Treating the city of Miami as a platform, Fringe Projects commissions temporary, site-determined projects in the public realm at sites chosen by the artists. An alternative to murals, monuments, and beautification projects, Fringe Projects opens up the possibility of faster paced interventions that privilege artists ideas. Fringe Projects is supported by the Miami Downtown Development Authority for DWNTWN Art Days and Miami Dade-County, Art in Public Places, and the John S. and James L. Knight Foundation as a Knight Arts Challenge recipient.

Support for Cara Despain *Sea Unseen* is provided by Cannonball through its WaveMaker Grants program, which is part of the Any Warhol Foundation's Regional Regranting Program.

WaveMaker Grants is supported by the Andy Warhol Foundation for the Visual Arts, John S. and James L. Knight Foundation, The Miami-Dade County Department of Cultural Affairs, and Wells Fargo.