



CITY OF **PALO ALTO**

NEWS RELEASE

For Immediate Release

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Code:ART Transforms Downtown Palo Alto into an Inclusive Play Space through New Media Art and Creative Placemaking

PALO ALTO, CA.—On Thursday, Oct. 7, Code:ART will launch a three-evening public art event, featuring seven new media installations that invite visitors to reimagine downtown Palo Alto's plazas, alleys, and public spaces through interactive light, sound, and motion.

Produced by the City's Public Art Program and supported by funds collected through the Public Art in Private Development Ordinance, the interactive new media event was originally scheduled for 2020, but was postponed due to the pandemic. Located at multiple sites in downtown Palo Alto, Code:ART will offer an opportunity for our community to experience engaging artworks together, while allowing adequate space for everyone to participate within their personal comfort zone. All installations will be easily walkable and accessible to the public during the event, which runs 5-10 p.m. Oct. 7-9, 2021.

Anchoring the festival and serving as a major draw to downtown will be a major temporary new media artwork by internationally acclaimed [Marpi Studio](#), developed as a site-specific installation for Lytton Plaza. *Paleoalto* is an interactive time machine, connecting modern-day Palo Alto to a different time, where the superocean was awash with strange marine animals and the vertebrates were emerging onto new land. Visitors will see visualizations of these creatures, which they can interact with through presence and gestures, and watch as they drift and crawl through their ancient world.



Image above: *Wave Atlas* by Marpi Studio, currently on display at The Tech Interactive

Six urban intervention installations by Bay Area and international artists will reimagine various downtown spaces through art. These artworks will include immersive murals, dynamic projections, and responsive sound, light, and game-based installations. Artists will be on hand during the festival to engage the public in conversation about their pieces, which include “Coded Architectures 0.3” by Amor Munoz, “Color Currents” by Cory Barr, “Cosmic Cannon” by Jeffery Yip, “Hydrala” by Daniel Tran and Nick Sowers, “I/O” by Ben Flatau, and “Luminous Growth” by Liz Hickok, Phil Spitler, & Jamie Banes.

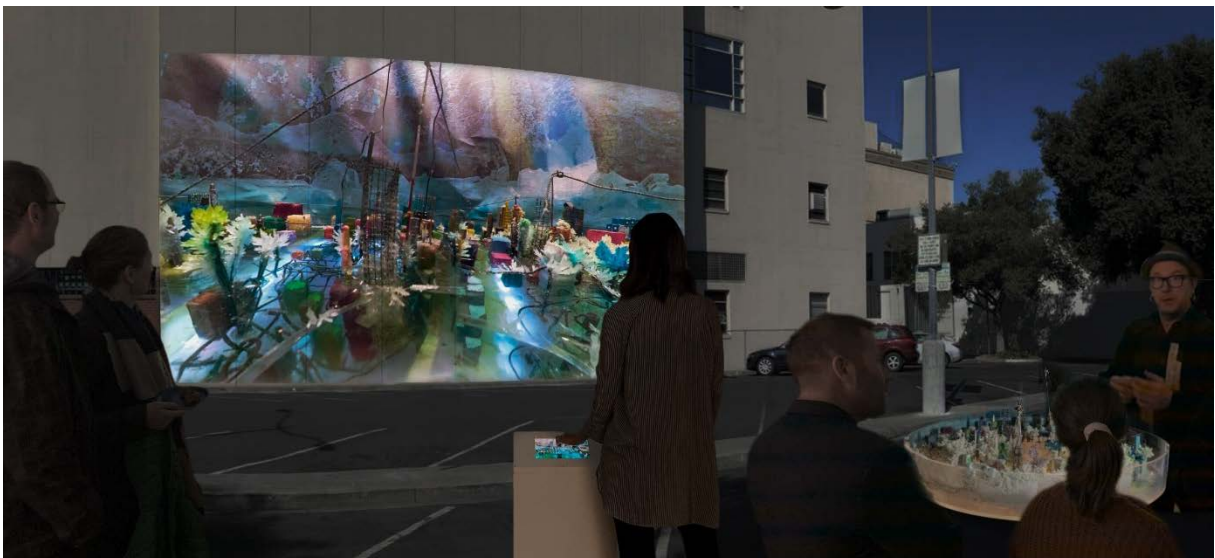


Image above: “Luminous Growth” by Liz Hickok, Phil Spitler, and Jamie Banes (Digital)

Free public tours led by Public Art Commissioners and staff at 6 p.m. and 8 p.m. during the Code:ART event days will offer an exciting insight into each of the featured installations and allow visitors to interact directly with artists and creative teams.

Additionally, Code:ART is proud to partner with many downtown businesses, organizations, and local community partners to offer free public programming and special experiences that connect to the themes of art and technology. “We hope that the public will come and enjoy these free interactive artworks and visit our local galleries, shops, and restaurants,” states Elise DeMarzo, public art director. “Temporary public art is a great way to bring visitors to town and for residents to see it in a new light.”

On Friday, Oct 8, Pace Gallery will host a public reception inviting members of the public to see a work by teamLab, while Pamela Walsh Gallery will host an open house and artist talk about NFTs (non-fungible tokens). A full list of community partners offering Code:ART themed experiences can be viewed at www.cityofpaloalto.org/codeart.

To volunteer, become a festival partner, or for more information about the event and the installations, please call the City of Palo Alto Public Art Program at 650.617.3517. Visit the Code:ART virtual map and learn more about participating artists at: <https://viewer.mapme.com/codeart2021>

About the Palo Alto Public Art Program:

The City of Palo Alto Public Art Program is committed to contributing to the intellectual, emotional, and creative life of the Palo Alto community by creating engaging art experiences and dynamic public spaces for Palo Alto residents and visitors. For more information go to www.cityofpaloalto.org/publicart

Palo Alto Public Art Program | [Website](http://www.cityofpaloalto.org/publicart)



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