



Coral Gables

The City of Arts with **Cruz-Diez**

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The City of Arts

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- ▶ The taking of the city of Coral Gables by master artist Carlos Cruz-Diez has as it's main focus the historic City Hall, the building will be dressed with the installation of various banners designed by the artist which will adhere to the corinthian columns of the second-third level of the building without any detrimental effects to the coral surface. The beautiful banners will bring a colorful look during the day hours, when there is more traffic through the area, and during the night they will stand out through the area's own lighting.

Coral Gables City Hall

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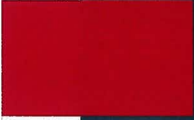
Pedestrian Walkways

NINOSKA

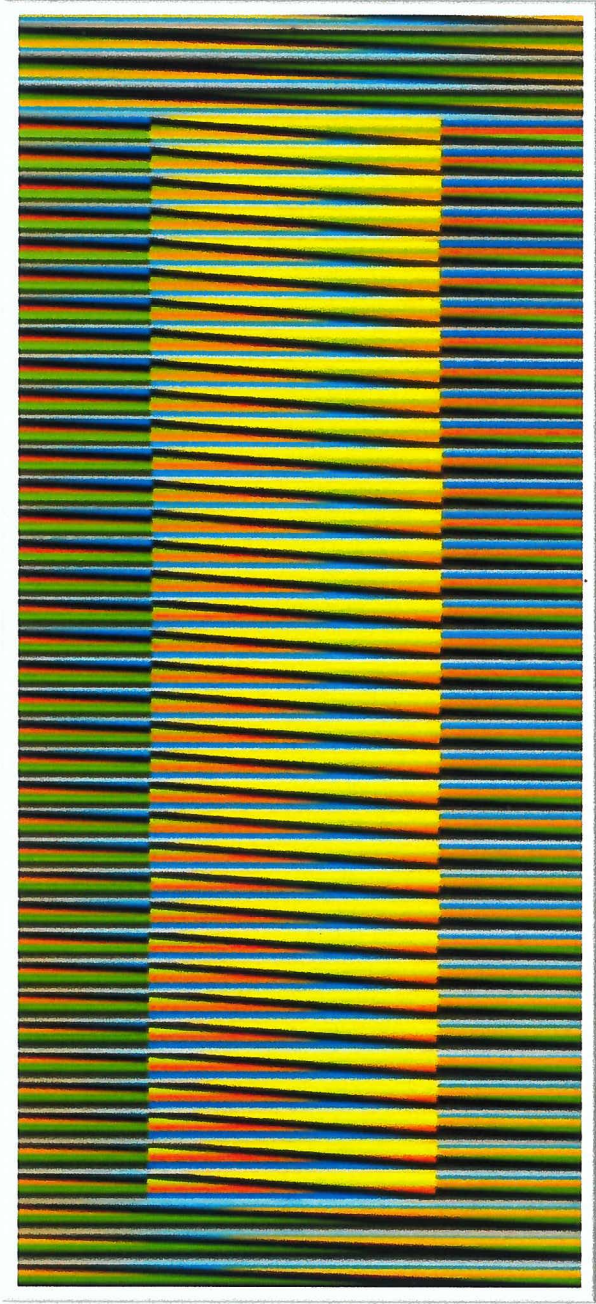


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- ▶ Pedestrian walkways specially designed for this project will be located diagonally from City Hall up to the cement triangles that delimit Le Jeune Road as an indication or arrowhead pointing to the building, while two other beautiful pedestrian crossings would mark the entrance to Miracle Mile giving importance to the recent remodeling and creating a set of color. The look from Miracle Mile to the City Hall and its surroundings will be impressive.



Banners



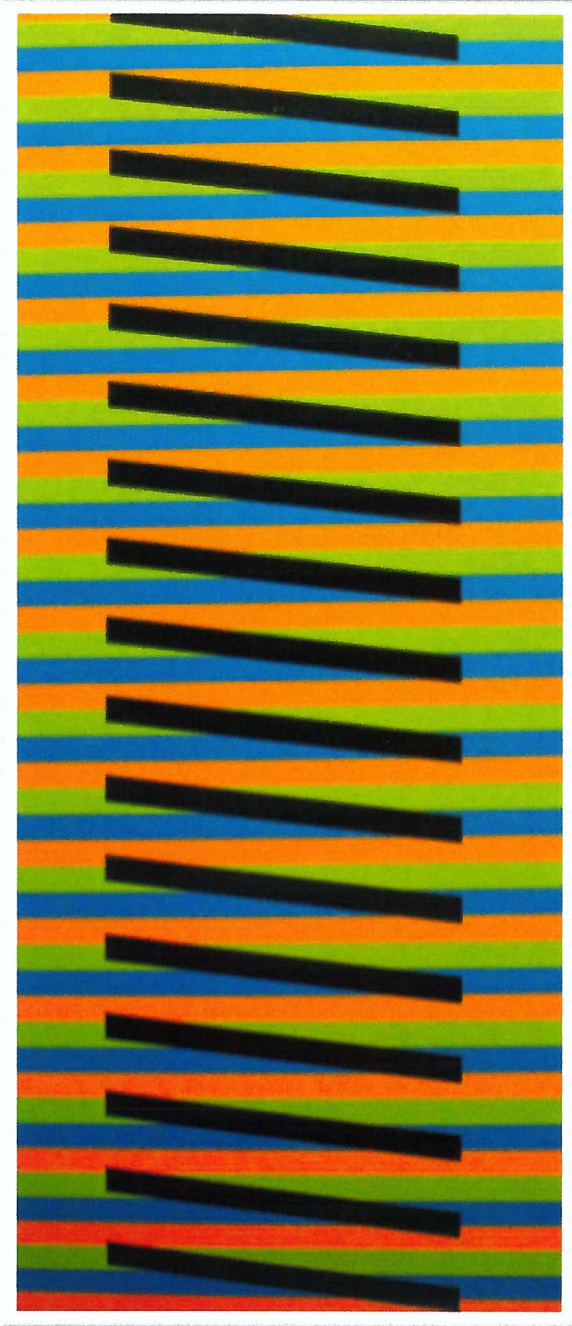


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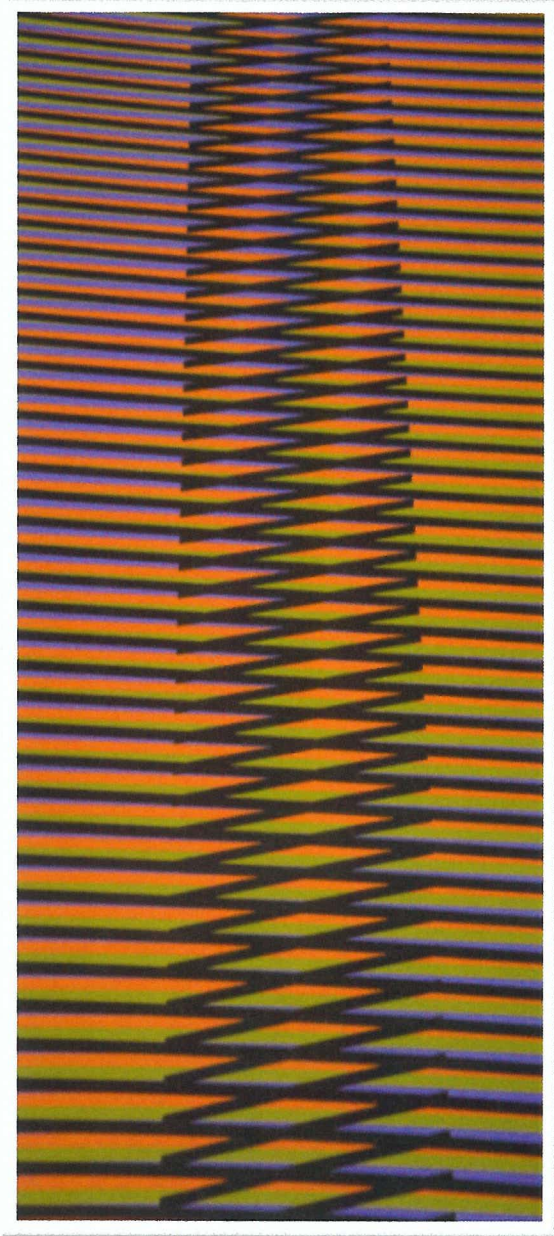
HUERTA

Banners





Banners



Coral Gables Museum



- ▶ Coral Gables City of the Arts, will begin with the taking of the City Hall by the work of the renowned artist Cruz-Diez, continue with his Chromatic inductions in the Pedestrian Crossings which will guide the public through the streets of the City to reach the Coral Gables Museum, where photographic images will be exhibited that will inform the public what is taking place in the city and how this artist takes the art to the streets, so that the public stops and thinks: "something is happening here. " These images are references of what the artist has been doing in different cities throughout the world for many years.
- ▶ Several lectures will be held inside the Museum's rooms, which will be given by Mrs. Carol Damian, who knows the work of the artist in depth.
- ▶ The project will be exhibited in the City from the first days of December 2017 until the end of February 2018.
- ▶ The activities in the museum are offered as a complement to the City of Arts Project, these activities are offered at no cost to the Coral Gables Museum.

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CARLOS CRUZ-DIEZ (CARACAS, 1923)

The Franco-Venezuelian artist Carlos Cruz-Diez (Caracas, 1923) has lived and worked in Paris since 1960. He is a major protagonist in the field of Kinetic and Optical art, a movement that encourages "an awareness of the instability of reality." His body of work has established him as one of the key 20th century thinkers in the realm of color.

Carlos Cruz-Diez's visual art explores the perception of color as an autonomous reality evolving in space and time, unaided by form or support, in a perpetual present.

His artworks are housed in permanent collections of prestigious institutions such as:

Museum of Modern Art (MoMA), New York
Tate Modern, London
Musée d'Art Moderne de la Ville de Paris
Centre Pompidou, Paris
Museum of Fine Arts, Houston
Wallraf-Richartz Museum, Cologne

In my works, color appears and disappears during the course of a dialogue with real space and time. What also emerges is the undeniable fact that the information we have acquired and the knowledge we have memorized throughout our lifetime are, probably, not true... at least to some extent.

When we view color through an "elementary prism" that has been stripped of pre-existing meanings, it can awaken other sensory perception mechanisms that are more subtle and complex than those that have been ingrained in us by our cultural conditioning and the constant, ubiquitous barrage of information we face in our contemporary society.

Reflexión sobre el color [Reflection on Color], Fundación Juan March, 2009 [ed. or. 1969]
Carlos Cruz-Diez

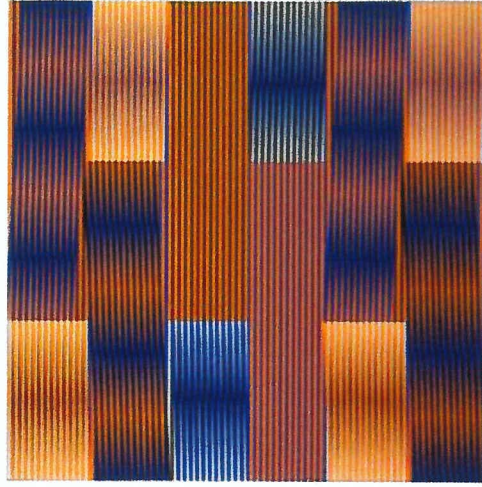


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Induction Chromatique n°53, 1973
150 x 150 cm

CHROMATIC INDUCTIONS, PARIS 1963

The *Chromatic Inductions* are closely related to the phenomenon of "after image," or retinal persistence. In other words, the retina of the eye, after gazing at a red colored plane for a certain length of time, retains, even after it looks away, an image of the plane — in green; which is the induced color or complementary color.

The phenomenon previously described, takes place in two phases, however, the *Chromatic Inductions* bring it about simultaneously. In other words, it stabilizes and makes visible a phenomenon that can only be captured momentarily and in very special circumstances. The color that appears is and is not — it has a virtual existence — however, it is as real as the pigments used.



Couleur Additive, 1989
Ephemeral intervention on 3 crosswalks. Festival
"l'Art dans la rue", program "l'été Marseillais",
Marseille, France

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The Atelier Cruz-Diez represents Carlos Cruz-Diez during his participations in architectural interventions projects. This includes the assistance and monitoring of the creation, the production, setting up and restoration of the works but also the communication management regarding the image of the artist.

The information provided cannot be modified without the authorization of the artist and/or the Atelier. Also the Atelier Cruz-Diez must beforehand examine any decision that could lead to a modification of the work's final result or aesthetics.

The Atelier Cruz-Diez will supervise the construction and installation of the work.

All the documents and plans in this dossier aim to present the artist's proposition. The architect, or the team in charge of the artwork's production and installation must study and re-evaluate all the indicated measurements and dimensions, which have to be adapted to the real space.

All the information contained in this dossier is strictly confidential. All partial or full reproduction, by any process and in any medium whatsoever (digital or mechanical) is forbidden without the prior authorization of the author.

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ARTISTIC PROPOSAL

With Crosswalks, Carlos Cruz-Diez conceives an ephemeral and participatory work integrated to urban spaces, the objective being to radically change the experience of the passers-by. When Cruz-Diez realized his first Crosswalks in 1975 in Caracas, he proposed new visual stimulus that changed the dialectics between the spectator and the artwork. There is another relation to knowledge. The audience discovers their capacity to create or destroy color through their own perceptive ways. They discover "color in the making", surging and disappearing before their own eyes.

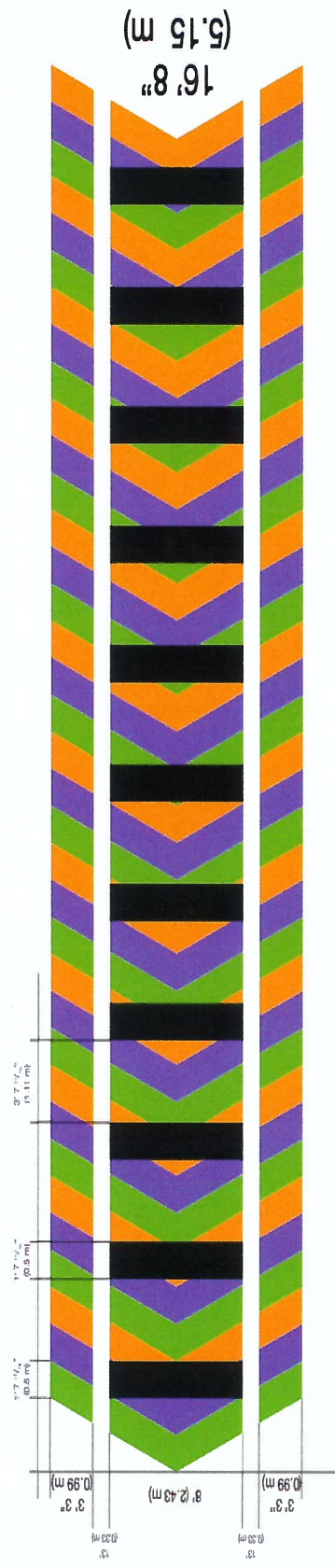
"The artist has to provoke astonishment, to propose objects that are out of the ordinary and unprecedented situations. We have to transgress established codes. We cause deep changes, we question reality and create awareness. Nothing is stable, everything can be modified. My technique, unlike painting that stops time, creates an unstable event. It is a whole reflection about what is ephemeral, ambiguous, and unstable. It is about the continuity of life."

Carlos Cruz-Diez / 2009



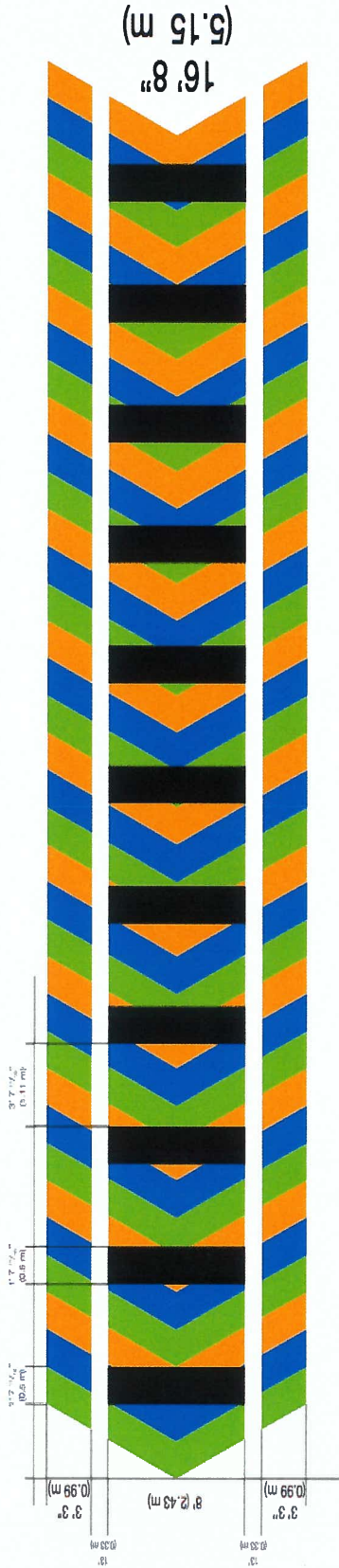
Chromatic Induction Walkway SCAD 1, 2017
Ephemeral intervention on the occasion of the exhibition
"Chroma", SCAD Museum of Art, Savannah, United States

Bonus track



 ATELIER CRUZ-DIEZ address 38 - 40 rue Stipplinson 75018 Paris	website www.cruz-diez.com	PROJECTO Architectural Intervention on crosswalks, Canal Gables, U.S.A. ARCHT CARLOS CRUZ-DIEZ	coord ACD 0486	DATE September 2017	PAGE 7 CITY Paris	SCALE 1/4" = 1'-0"	DRAW Harmony 1	A1

Bonus track



 ATELIER CRUZ-DIEZ ADDRESS 38 - 49 rue Stephenson 75018 Paris	WEBSITE www.cruz-diez.com	PROJECT Ephemeral Intervention on crosswalks, Canal Gables, U.S.A. ARCHITECT CARLOS CRUZ-DIEZ	COLOR 8 CITY Paris	SCALE 1 1/2" = 1'-0"	PLAN Harmony 2	A2
			DATE September 2017	CODE ACD_0486		

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Atelier
ATELIER CRUZ-DIEZ
100 rue Bismarckien 1018
Paris

Exposition
Sponsoring partenaire en Espagne, Card Galles, U.S.A.
du 10 au 12
CARLOS CRUZ-DIEZ 1008
A03 046 September 2017

Artiste
CR
City Paris

Titre
Image View

A6

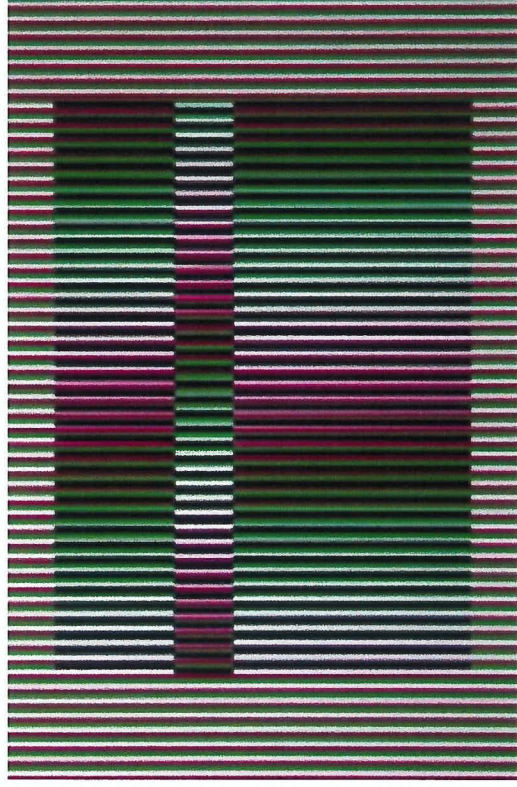
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Thank You