



PARTIES

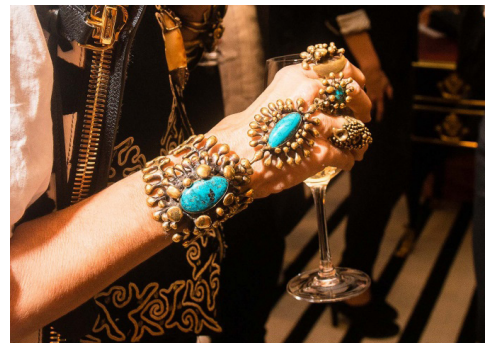
NYC, 09.25.2013

PUBLIC ART

The Art Production Fund Celebrates the New Hugo Boss Flagship Store with Marco Brambilla's Anthropocene

by Caroline Palmer | photographed by Hannah Thomson

After swilling champagne on Tuesday night among the well-appointed racks at the brand-new Hugo Boss flagship store in the Time Warner Center, over 300 well-heeled (and many a black tie-clad) guests made their way to the center of the building to watch the debut of **Marco Brambilla's** latest offering, *Anthropocene*. The film, a lush, psychedelic valentine to New York's Central Park, was projected on three large screens erected in the windows overlooking the actual park and accompanied by an adaptation of Camille Saint-Saëns *Carnival of the Animals* performed by an equally well-dressed group of Juilliard students and alumni. After the presentation, a very select few made their way around the corner to the residences, and shot up the elevators for an intimate, celebratory soiree (complete with pizza and, of course, more champagne) for the artist hosted by **Tobias Meyer** and **Mark Fletcher**.



From L to R: Yvonne Force Villareal; Lisa Eisner's turquoise jewelry

Once the guests arrived, filling the vibrant and art-filled apartment, Art Production Fund's **Yvonne Force Villareal** and **Doreen Remen** climbed on top of the coffee table to warmly welcome guests—including **Waris Ahluwalia**, **Vito Schnabel**, and **Kyle DeWoody**—and cheerfully pulled Brambilla, the smiling artist-of-the-evening, up with them. “Our overall goal is to get the public talking about art,” said **Casey Fremont Crowe**, the director of the Art Production Fund, about the organization's mission. “This film is being shown in one of the most highly trafficked parts of the city, and it's exciting for us to be a part of it.” Exciting, too, for Brambilla, who was happily making the rounds.



From L to R: Vito Schnabel, Marina Abramović, and Theo Wanner; Lisa Eisner



From L to R: Kyle DeWoody; Casey Fremont Crowe; Bettina Prentice; Waris Ahluwalia

“What most people don’t realize is central park was meticulously designed and entirely man-made, so my approach for this piece was to present a journey through the park as a point of view through a synthetic re-creation of Central Park,” said Brambilla, who was also celebrating his birthday. “To achieve this we laser scanned the park from the Southwest corner to the Northeast corner so every tree, every leaf, is captured with scientific accuracy. The end result isn’t real at all. It’s ultimately just data.”



From L to R: Vogue.com’s Caroline Palmer and Josh Duhamel; Kyle DeWoody’s sculptural cuff; Genevieve Jones and Iman

Actor Josh Duhamel was playing the role of both proud dad and art aficionado, talking to Meyer about the incredible mural by Assume Vivid Astro Focus that covers the walls of the apartment as well as happily showing off his own, most recent work of art: photos of his adorable four-week-old son, Axel. Where did the name originate? “It came to Fergie in a dream,” he said. As one stood, glass in hand, movie star to your right, incredible, birds-eye view of Central Park below, the word dream seemed very apt, indeed.



From L to R: Tobias Meyer and Mark Fletcher; Zani Gugelmann; Jay Jopling and André Balazs