

Interview



NIGHTLIFE
**BOSS FLAGSHIP
 STORE OPENS AT
 COLUMBUS
 CIRCLE WITH
 GLOBAL ART INSTALLATION**

Photography NEIL RASMUS/BFA

By RACHEL SMALL

If you face away from the Time Warner Center at Columbus Circle, you'll find yourself looking past the statue of Christopher Columbus, past the roundabout, into the twisting recesses of Central Park. If you turn around, for the next six nights you will see artist Marco Brambilla's psychedelic meta-video collage of the Park and the city playing on three enormous screens in the Center's glass atrium. Titled Anthropocene, the work premiered last evening in celebration of the HUGO BOSS flagship store opening at the Shops at Columbus Circle; the project was commissioned in association with the Art Production Fund.

"It's something no one has ever seen the likes of before," said APF co-founder Yvonne Force Villareal, who wore a V-neck HUGO BOSS blazer and fingerless lace gloves. "It's really a love story, to Manhattan, to Central Park, to Columbus Circle."

The collection of people present was somewhat of a symbolic ode to New York as well: Woody Allen showed up, stopping for a few moments to chat with Marina Abramović. New York Jets Quarterback Mark Sanchez was in attendance, as were prevailing nightlife mavens Andre Balazs, Kyle DeWoody, Vito Schnabel, and Waris Ahluwalia.



From L to R: Marco Brambilla & Marina Abramović; Doreen Remen, Casey Fremont & Yvonne Force Villareal; Woody Allen & Soon-Yi Previn

Following a reception on ground floor soundtracked by DJ KISS, guests were ushered to the third level of HUGO BOSS before spilling out onto the mall's mezzanine for the viewing. After a brief taped introduction by Mayor Mike Bloomberg, the massive screens unfolded in a very Brambilla-like whirl of color. Lampposts, trees, and landscape rushed past layered on one another, interspersed with black and white shots of Columbus Circle and the New York skyline at night.

Composer Christopher Carrone led Juilliard students in live performance of Camille Saint-Saëns' Carnival of the Animals, the film's score that will play in the atrium and in front of the Shops for the public.

Josh Duhamel was one of the uniformly impressed audience members. "I want to sit and watch it again, with just me watching it," he shared. Why alone? "I was talking to Mark Sanchez during the whole thing. We were watching it, but we were also talking about football at the same time."

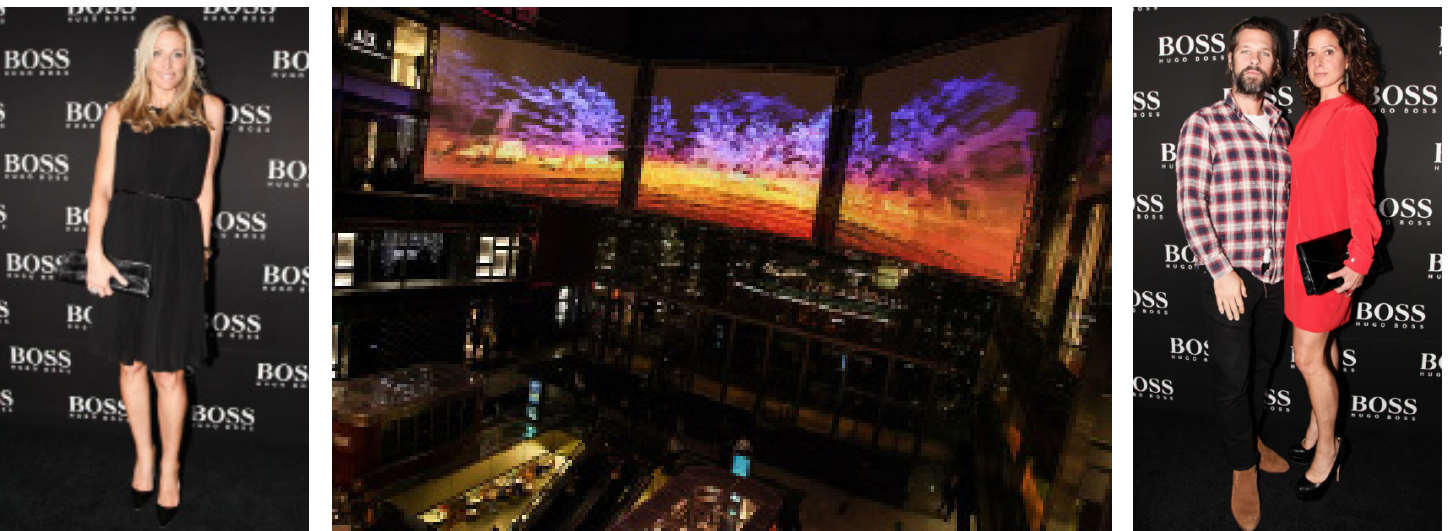


From L to R: Josh Duhamel; Liam Hemsworth; Mark Sanchez

We got a chance to talk to Brambilla, who had put a wee bit more thought into the work. "The atrium actually has a very direct view of Central Park," Brambilla explained of his concept. "I wanted to replace that view with something very surreal, and to be able to travel from Columbus Circle into the park and deeper and deeper into nature."

Brambilla used a lidar scanner to capture over 400 scans of Central Park—"as far as you could go in nature," he said. "Then we joined it together and created this surreal journey."

Suddenly, a woman grabbed Brambilla's arm. "Marco!" It was Abramović, about to descend the escalator with a group of friends. Brambilla left Time Warner Center with them, disappearing into the night, *Anthropocene* glowing behind him.



From L to R: Kyett Jamie Tisch; Anthropocene; Aaron Young & Pippa Cohen