

# Interview



## SOMEWHERE OVER THE STANDARD'S RAINBOW

By ZACK ETHEART



Last night New York's Standard raised awareness for Hurricane Sandy relief with an ambitious public art installation. Yvette Mattern's Global Rainbow, a monumental, multi-colored laser beam, announced the hotel's fundraising initiative for two stand-out relief organizations: Waves for Water, who have been providing much-needed on-site relief in coastal areas, and the New York Foundation for the Arts, who have opened the Emergency Relief Fund to aid artists suffering damage and loss after the storm.

Emitting the entire color spectrum from Chelsea across the river into those communities hit hardest by the storm in Brooklyn, the installation will be visible from up to 35 miles away while it is on view nightly until Nov. 29. "Art transcends logic somehow," Mattern offered. "Artistic inspiration and process is unexplainable in a world that is driven purely by commerce." This might underscore the installation's significance in such trying times: "This is a true moment where those most fortunate can extend a significant helping hand to those truly less fortunate," she explained.

For her part, Mattern, with Lightwave International, who made the installation possible, are providing those affected with a bit of artistic relief. "I have had many requests to present the rainbow for more commercial presentations and have always refused regardless of the attractive financial incentives," the artist maintained. "It will remain as a public artwork that is presented with free access to the communities it touches. If it succeeds to make someone smile and feel at peace viewing it, then I am fulfilled."

Global Rainbow will be on view from 8 p.m. to 2 a.m. nightly at The Standard, High Line and beyond from November 27-29.