



**ON VIEW AT THE STANDARD HOLLYWOOD:  
ART PRODUCTION FUND'S 24/7 PROJECTION SERIES BY SAYA WOOLFALK**

On November 23rd, The Standard, Hollywood and The Standard, Downtown LA unveiled Saya Woolfalk's *ChimaCloud* as part of The Standard's 24/7 Projection Series partnership with Art Production Fund.

On view in The Standard, Hollywood lobby, Saya Woolfalk's video *ChimaCloud* projects onto the wall as part of Woolfalk's ongoing multi year projects entitled *No Place*, *The Empathics*, and *ChimaTEK*. For the film, Woolfalk created the world of the Empathics, a fictional race of technologically advanced women who are able to alter their genetic make-up and fuse with plants. With each body of work, Woolfalk continues to build the narrative of these women's lives, and questions the utopian possibilities of cultural hybridity. In *ChimaCloud*, a senior Empathic hovers in front of a kaleidoscopic meditation pool as she programs a digital skin for a new virtual body. The body is built to inhabit a space called the ChimaCloud, a virtual installation filled with signs and symbols from around the world.

The installation is on display as part of The Standard, Hollywood's Projection: 24/7 series shown in the lobby and on in-room dedicated TV channels at both The Standard, Hollywood and The Standard, Downtown LA. The Standard embraces artists through continued art installations and in past months, The Standard, Hollywood has featured Projection: 24/7 artists Flatform, Casey Legler, Shannon Plumb, C.T. Jasper, Rashaad Newsome, Klone, and more.

**ABOUT SAYA WOOLFALK**

Saya Woolfalk (Japan, 1979) is a New York based artist who uses science fiction and fantasy to re-imagine the world in multiple dimensions. Woolfalk has exhibited at PS1/MoMA; Contemporary Art Museum, Houston; Contemporary Arts Center, Cincinnati; the Brooklyn Museum; Asian Art Museum, CA, Museum of Contemporary Art, Chicago; the Studio Museum in Harlem; the Frist Center for the Visual Arts; The Yerba Buena Center; The Newark Museum; Third Streaming; MCA San Diego; MoCA Taipei; and Performa 09; has been written about in the New Yorker, Sculpture Magazine, Artforum, Artforum.com, ARTNews, The New York Times, Huffington Post and on Art21's blog; and has also worked with Facebook and WeTransfer. Her first solo museum show *The Empathics* was on view at the Montclair Art Museum in the Fall of 2012. Her second solo museum exhibition *ChimaTEK Life Products* was on view at the Chrysler Museum of Art in the fall 2014. She recently completed a new video installation commission for the Seattle Art Museum, and is a recipient of a NYFA grant in Digital/Electronic Arts. She is represented by Leslie Tonkonow Artworks + Projects, NYC and teaches in the BFA and MFA programs at Parsons: The New School for Design.

**ABOUT ART PRODUCTION FUND**

**Art Production Fund (APF)** is a 501(c)(3) nonprofit organization dedicated to commissioning and producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Co-Founders: Yvonne Force Villareal & Doreen Remen; Executive Director: Casey Fremont [www.artproductionfund.org](http://www.artproductionfund.org)

**ABOUT THE STANDARD**

The Standard frequently collaborates with artists on publications, products, installations, and events throughout its network of properties and shops. Standard Press has published books by Andrew Kuo, Dzine, and JR & José Parlá. The Shop at The Standard has produced editions with artists including Julia Chiang, Wes Lang, Tomokazu Matsuyama, Ryan McGinness, Tomoko Sugimoto, KAWS, and José Parlá among others.

For more information about The Standard, visit [StandardHotels.com](http://StandardHotels.com) and Instagram, @thestandard.