

Art Production Fund and Kiehl's Since 1851 Present "Everything" by Hanna Liden
On view from July 2015 in Hudson River Park and Ruth Wittenberg Plaza

(New York, NY) **Art Production Fund** and **Kiehl's Since 1851** are pleased to present **Hanna Liden's** *Everything*, a two part public art installation in Hudson River Park (July 20 – October 20, 2015) and Ruth Wittenberg Plaza (July 20 – August 24, 2015).

Everything presents a much beloved New York staple – the bagel – in an unexpected context. The project places large-scale carved versions of the food, both individually and in stacks as makeshift vases, in bustling public spaces, engaging the city's thousands of workers, commuters, residents and visitors.

Liden's work spans a variety of media. In her photography, she has frequently sourced objects from her neighborhood bodega, her studio, or her closet to form still lifes. This practice of makeshift composition has naturally evolved into a dynamic sculptural practice, in which Liden utilizes the casting process to seamlessly replicate and modify these familiar objects.

Everything is a natural extension of the artist's approach to capturing isolated moments within the lives of mass-produced and universally accessible objects. The project also underscores the profound influence that living in New York City has had on the artist. Liden, whose work is always rich with highly personal associations, had her first bagel only upon arriving in New York in 1998 when she moved straight into the Chelsea Hotel, and views the food as "a great icon of urban living." For the artist, "the bagel - a circle with no beginning and no end – is evocative of the eternal cycle of city life. The black spray paint is a romantic tribute to the darkness and grime, which are essential and beautiful characteristics of our city." Liden embraces the references to Oldenburg's Pop exaggerations and Brancusi's Modernist columns but claims her territory with the layer of goth blackness transforming the pure into a the punk.

Hudson River Park and Ruth Wittenberg Plaza (6th Avenue and Christopher Street) are particularly fitting locations since they serve as recreational and business spaces for diverse cultures of New York. "*Everything* is a playful nod to the surprising beauty of everyday objects, and to the dynamic nature of New York City's multiculturalism," said Art Production Fund Co-Founders Doreen Remen and Yvonne Force Villareal, "We are ecstatic to make Hanna Liden's work accessible to the public with this project."

"It's so exciting to celebrate Kiehl's longstanding commitment to the arts by partnering with Art Production Fund to bring Hanna Liden's remarkable installation to life, in our hometown. The three works of art represent all that New York means to her, and the ingredients and anti-aging benefits of our new Super Multi-Corrective Cream with SPF 30 represent such a multi-functional approach to skincare. It's an honor to support this artistic endeavor as we launch our new product," Chris Salgado, President, Kiehl's USA.

Friends of Hudson River Park board member, Stacey Goergen, who is organizing the Park's first Art Committee, says: "We are delighted to partner with Art Production Fund on Hanna Liden's playful, yet meaningful, installation. As Friends of Hudson River Park develops a plan for a more comprehensive and sustainable art program, we hope to continue collaborating with artists and organizations to bring relevant and vibrant programming to our visitors."

"Hanna Liden's whimsical, yet thoughtful, installation *Everything* is the perfect installation to take up residence in Hudson River Park during our "Summer of Fun," said Madelyn Wils, CEO & President of Hudson River Park Trust. "Framed by the natural beauty of the Hudson River and the iconic Christopher Street Fountain, these delightful pieces remind us to appreciate even the simplest everyday objects in our lives, as well as the beautiful backdrop in which they will be seen. We look forward to everyone stopping by to enjoy *Everything* this summer."

Kiehl's Since 1851 Kiehl's was founded as an old-world apothecary in New York's East Village neighborhood. Its unique, extensive background represents a blend of cosmetic, pharmaceutical, herbal, and medicinal knowledge developed and advanced through the generations. In addition to Kiehl's freestanding stores nationwide, Kiehl's products are available at www.Kiehls.com, by mail order at 1-800-KIEHLS-1 as well as through select specialty retailers worldwide.

Hanna Liden was born in 1976 in Stockholm, Sweden, and lives and works in New York. Liden has been exhibited internationally, including exhibitions at Maccarone, New York (2014), Galleria Lorcan O'Neill, Rome (2013), MDCI/Carlson Gallery project space in Paris (2012), Salon 94, New York (2010), Gewerbemuseum, Winterthur, Switzerland (2010), Palais de Tokyo, Paris (2009), Museo d'Arte Contemporanea, Rome (2008), the 2006 Whitney Biennial, Whitney Museum, New York, and Rivington Arms, New York (2004).

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. Recent projects include: After Hours: Murals on The Bowery, NYC, 2011; David Brooks, Desert Rooftops, NYC, 2011; Josephine Meckseper, Manhattan Oil Project, NYC, 2012; Kiki Smith, Chorus, NYC, 2012; Yoko Ono, Imagine Peace Times Square, NYC, 2012; Yvette Mattern, Global Rainbow After The Storm, NYC, 2012; Ryan McGinley, Taxi TV, NYC, 2013; Tony Smith, One-Two-Three, NYC, 2013; Tracey Emin, Roman Standard, NYC 2013; Pop Up 1: Montauk, NY, 2013; ThreeASFOUR, MER KA BA, NYC, 2013; Marco Brambilla, Anthropocene, NYC, 2013; Vanessa Beecroft, VB73, NYC, 2014; Deborah Kass, The Street, MA, 2014; Jessica Craig-Martin, Hyde Park Village, FL, 2014; FriendsWithYou, Light Cave, NYC, 2014; Snarkitecture, Calvin Klein Holiday Installation, NYC, 2014. Co-Founders: Yvonne Force Villareal & Doreen Remen; Director: Casey Fremont. For More Information, please visit artproductionfund.org.

Hudson River Park is the longest riverfront park in the United States. This free, urban recreational space celebrates the diverse cultures and neighborhoods along its shores through a myriad of year-round events and art installations. The Park plays a critical role

in protecting the Hudson River ecosystem, its development has transformed four miles of decaying piers and parking lots into a premier New York City destination for local residents and visitors alike.

The Village Alliance has been a leading advocate for the Village community for over twenty years. As a Business Improvement District, the Alliance works with area residents, businesses, cultural and academic institutions to ensure the district continues to grow and succeed. Our mission is to enhance the neighborhood's quality-of-life by creating a cleaner, safer and more enjoyable environment.

For more information please visit: www.artproductionfund.org, www.kiehls.com or www.hudsonriverpark.org

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