



Jeppe Hein: *A New End*

On view at World's End in Hingham, MA September 2016 - October 2017

[Opening Reception with Jeppe Hein](#)

Sunday, September 18 from 12PM-3PM: Visitors can walk through the labyrinth, touch the mirrored panels, and create their own photographic interpretations of "art and the landscape." Opening celebrations will include tours lead by curator Pedro Alonzo and artist Jeppe Hein, live music provided by the South Shore Conservatory, and art making activities. Free with admission. Pre-registration required.

Yoga with PopupAsana

Sunday, September 18 from 10:30AM-11:30AM: A large-scale all-levels yoga class atop Planter's Hill overlooking the Boston skyline and Hein's installation. Member \$12, Nonmember \$20 (includes parking and admission) Pre-registration required.



World's End, R. Cheek; Jeppe Hein, *Semicircular Mirror Labyrinth II*, 2013

© Jeppe Hein, courtesy 303 Gallery, New York, KÖNIG GALERIE, Berlin, and Galleri Nicolai Wallner, Copenhagen

This September, internationally celebrated contemporary artist, Jeppe Hein, will present a new site-specific labyrinth installation at Massachusetts' scenic World's End in Hingham, one hour south of Boston. The work, titled *A New End*, is part of a new two-year outdoor art initiative, **Art and The Landscape**, presented by **The Trustees** and curated by guest curator **Pedro Alonzo**, and will be open to the public on September 2nd.

The physical structure of Hein's reflective labyrinth is inspired by the shape of the surrounding hills at World's End and is composed of three lines of reflective columns that create a spiral. The stainless steel totems start at a height of 3 feet and rise to 9 feet towards the center. From a bird's eye view, the configuration of the posts resembles the cross section of a nautilus shell.

A New End will be placed at the foot of the hill where the sand bar begins, allowing for an interaction with the vegetation, hillside and Hingham Harbor. A yearlong presence on the site will allow visitors to experience the structure throughout all four seasons as it is transformed by the stark changes in color and light, distorting the landscape through reflection.

Hein's labyrinth structure is meant to function as a vehicle for contemplation and reflection. Much like yoga or meditation, the installation is designed to inspire a spiritual experience, stimulating mindfulness and a state of self-awareness. Hein believes that creating art is in fact a healing process.

ABOUT THE ARTIST: Berlin and Copenhagen-based artist Jeppe Hein's work often combines elements of humor with the traditions of minimalism and conceptual art. On the surface, Hein's reflective mirror pavilions invite play and instill a sense of wonder in the viewer, transforming the public's perception of reality through a participatory sensory experience. His art is intended to pull the viewer away from their everyday surroundings, and to lower boundaries and barriers in encounters with others. Hein has had major solo exhibitions presented at institutions around the globe and is represented in major public collections, including those of the Neues Museum Nürnberg, Germany; Tate, United Kingdom; and Museum of Contemporary Art, Los Angeles, among others.

ABOUT WORLD'S END: Jeppe Hein was drawn to the natural beauty and vistas of World's End. In particular, the possibility of placing a reflective sculpture alongside a body of water, an opportunity that has rarely presented itself. World's End is composed of four drumlin formations (spoon shaped hills) on two islands connected by a man-made sand bar. One of Boston's Harbor Islands, it is known and frequently visited for its beautiful views of the Boston Harbor, rolling hills, rocky shorelines, open fields, and tree-lined carriage paths designed by famed landscape architect Frederick Law Olmsted.

ABOUT ART AND THE LANDSCAPE

As part of its yearlong 125th Anniversary celebration, The Trustees, Massachusetts' largest conservation and preservation nonprofit, is featuring a multi-year, site-specific outdoor art initiative entitled *Art and The Landscape*. With the help of independent curator Pedro Alonzo, the new initiative is designed to present compelling contemporary art in a public landscape to create inspirational and meditative experiences for visitors at some of its most iconic and historic properties. *A New End*, by Jeppe Hein, will be on view at World's End in Hingham starting in August 2016 and *The Meeting House*, by renowned multimedia artist Sam Durant, is on display at The Old Manse in Concord, a National Historic Landmark, through October 2016.

ABOUT THE TRUSTEES: Many of The Trustees' statewide scenic, cultural, and historic properties have served as a dynamic inspiration for artists, thought leaders, and innovators throughout the organization's 125-year history. Today, Trustees historic homesteads and gardens, farms, woodlands, beaches and trails are popular recreational and cultural destinations visited by more than 1.6 million people in 2015. The Trustees' Art and The Landscape initiative is also part of a year-long celebration of The Trustees [125th Anniversary](#) which will create new opportunities for visitors to explore and experience the organization's landscapes and landmarks, some of the most important and iconic in Massachusetts.

Join the **Art and The Landscape** conversation with **The Trustees** on [Facebook](#), [Twitter](#), and [Instagram](#): **@thetrustees #thetrustees #artXlandscape**

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