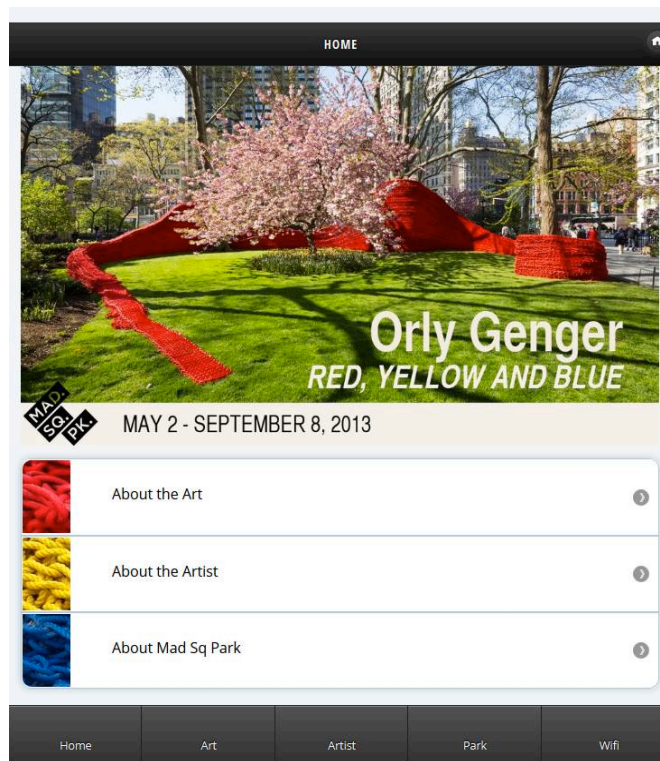




**For Immediate Release**  
**May 31, 2013**



### **Madison Square Park Conservancy's Mad. Sq. Art Launches App**

**New York**—Madison Square Park Conservancy and Mad. Sq. Art will launch its first-ever app tomorrow, Saturday, June 1, 2013. The app, available on all Smartphones, tablets, the web and through a QR code on Park signage, will highlight the Park's current installation by Orly Genger (American, b. 1979), *Red Yellow and Blue* (2013). *Red, Yellow and Blue* envelops three lawns within Madison Square Park and is the artist's most ambitious project to date. The app includes behind-the-scenes features such as video interviews with Genger and Conservancy President Debbie Landau. There is information about the artist's creative process and time-lapse footage of the outdoor installation process. The app also includes fascinating information pertaining to *Red, Yellow and Blue* such as the artist's material (re-claimed lobster rope), the amount of rope used in the project (1.4 million feet) and the duration of time Genger labored in her Brooklyn studio to complete the piece (over two years). The app can be accessed directly via <http://madsqpark.toursphere.com> and through the Park's website: [www.madisonsquarepark.org](http://www.madisonsquarepark.org). The app was created by Kristin Lovejoy and Mary Ann Toman with video work by Henry Jacobson. App photography by James Ewing.

Orly Genger's *Red Yellow and Blue* remains on view daily in Madison Square Park through September 8, 2013.

Mad. Sq. Art is the free contemporary art program presented by the Madison Square Park Conservancy in the historic 6.2 acre park located at 23<sup>rd</sup> Street and Fifth Avenue.

For more information on the Madison Square Park Conservancy and its programs, please visit <http://madisonsquarepark.org>.

Join the conversation on Twitter and Instagram via the hashtag **#MadSqArt**

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