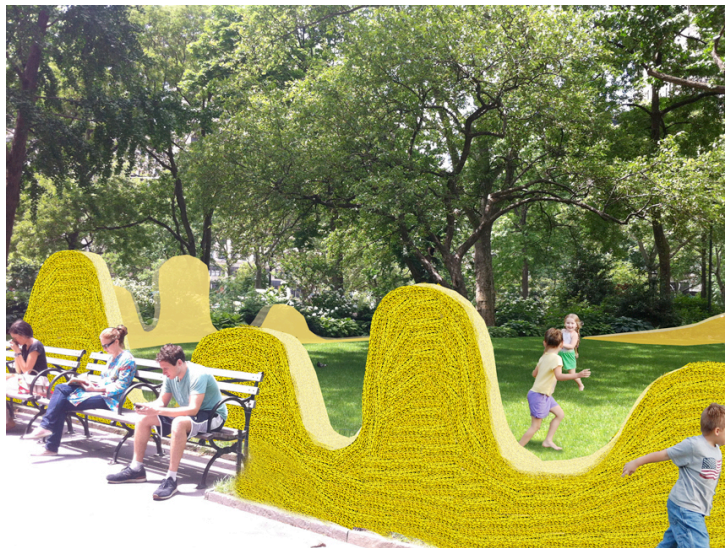




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**For Immediate Release  
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**MADISON SQUARE PARK CONSERVANCY'S  
MAD. SQ. ART  
PRESENTS  
ORLY GENDER: *RED, YELLOW AND BLUE*  
May 2 – September 8, 2013**

***Site-specific installation featuring 1.4 million feet of  
layered, painted, and knotted rope  
—the total footage enough to span the length of Manhattan nearly 20x's over—  
to transform Madison Square Park***

***Installation To Mark First-Ever Mad. Sq. Art Traveling Commission***

**New York**—Madison Square Park Conservancy's **Mad. Sq. Art** announces a new installation for Spring and Summer 2013 by New York-based artist **Orly Genger**. The monumental commission entitled ***Red, Yellow and Blue*** will feature the artist's renowned usage of intricately hand-knotted nautical rope covered in paint, creating a work that will transform the park's lush lawns into colorfully-lined chambers. The work will remain on view daily from May 2 through September 8, 2013 in Madison Square Park. Following its New York run, the installation will travel to the deCordova Sculpture Park and Museum outside of Boston in October 2013, marking the first Mad. Sq. Art commission to tour.

Genger's work artfully transcends the perceived limits of the materials she employs. This Mad. Sq. Art commission will consist of 1.4 million feet of rope—the total length equating to nearly 20 times the length of Manhattan—covered in over 3,000 gallons of paint, and weighing over an astounding 100,000 pounds. *Red, Yellow and Blue* employs repurposed rope collected from hundreds of miles up and down the Eastern seaboard, bringing elements of the coastline to the urban setting of Madison Square Park. Together, three separate undulating structures of layered rope shaped on-site by the artist will redefine the landscape of the park, creating interactive environments that will invite visitors to explore both exposed and hidden spaces, encouraging them to navigate and experience Madison Square Park anew.

**President of the Madison Square Park Conservancy, Debbie Landau comments:**

"After ten amazing years, Mad. Sq. Art is entering a new phase of its programming with the first-ever commission to tour outside of Madison Square Park. The commission of Orly Genger's *Red, Yellow and Blue* is very dear to us as the work, while site-specific, will not begin and end within the park, but will travel up the eastern seaboard, touching base with locations from which its materials are supplied, to land on view at the deCordova Sculpture Park and Museum. There, it will be reimaged and reshaped to reflect deCordova's own distinct space. We are thrilled to have commissioned a new work by Orly and are delighted that *Red, Yellow and Blue* will be the first to represent the program outside of New York City."

**Artist Orly Genger states:**

"For Madison Square Park I wanted to create a work that would impress in scale but still engage rather than intimidate. In context to my other installations, the rope used for *Big Boss* (2010) at MASS MoCA will comprise only 10% of the rope used for the project at Madison Square Park, allowing me to work at an unprecedented scale. The tradition of knitting carries the sharing of stories and the installation draws on that idea. The repurposed rope brings with it the stories of different locations and by knotting it, a space is created for the words and thoughts of viewers in New York City to complete the work, creating a silent dialogue that waves along."

With a title referencing Barnett Newman's *Who's Afraid of Red, Yellow and Blue?* series from the late 1960's, Genger's exhibition will call on the minimalistic traditions of Richard Serra and Frank Stella, while allowing for Genger's own distinct contemporary aesthetic to emerge outdoors. As she adopts the intimate, domestic, and traditionally "feminine" activity of knitting, Genger also creates large-scale, monolithic, "masculine" constructions that actively challenge and engage.

The installation in Madison Square Park will also coincide with an exhibition of the artist's work on view at the Larissa Goldston Gallery in New York.

**About the Artist:**

Orly Genger (b. 1979) lives in New York City and works in Brooklyn. She received her B.A. from Brown University in 2001, and attended The School of the Art Institute of Chicago in 2002. She has served as a guest lecturer/visiting artist at MassArt, Museum of Arts and Design, Ohio State University, Museum of Contemporary Art Denver, Indianapolis Museum of Art, Cranbrook Academy of Art, and the Aldrich Contemporary Art Museum, among others.

Genger's recent solo exhibitions include *Big Open Empty* (2011), Larissa Goldston Gallery (New York) and *Whole* (2008), Indianapolis Museum of Art (Indiana). Selected group exhibitions include *Sentimental Education* (2011), Gavlak Gallery (Palm Beach, FL); *MATERIAL WORLD: Sculpture to Environment* (2010), Massachusetts Museum of Contemporary Art (North Adams, MA); and *Energy Effects: Art and Artifacts from the Landscape of Glorious Excess* (2010), Museum of Contemporary Art (Denver, CO). Genger's work has been featured in collections in several museums, including the Museum of Modern Art, Whitney Museum of American Art, Hood Museum of Art, and Indianapolis Museum of Art. She is also the proud recipient of the Rappaport Prize, founded by the

Phyllis & Jerome Lyle Rappaport Foundation to support the Foundation's mission of promoting leadership in public policy, medical research, and art.

Orly Genger is represented by Larissa Goldston Gallery, New York.

### **About Mad. Sq. Art and Madison Square Park Conservancy:**

Mad. Sq. Art is the free, contemporary art program of the Madison Square Park Conservancy.

Since 2004, Mad. Sq. Art has commissioned and presented more than twenty premier installations in Madison Square Park by acclaimed artists ranging in practice and media. Mad. Sq. Art has exhibited works by artists including **Bill Beirne, Jim Campbell, Richard Deacon, Mark di Suvero, Bill Fontana, Ernie Gehr, Antony Gormley, Jene Highstein, Tadashi Kawamata, Mel Kendrick, Sol LeWitt, Olia Lialina & Dragan Espenschied, Rafael Lozano-Hemmer, Charles Long, Jacco Olivier, Roxy Paine, Jaume Plensa, Shannon Plumb, Ursula von Rydingsvard, Alison Saar, Jessica Stockholder, Leo Villareal, and William Wegman**, among others.

Major support for Mad. Sq. Art is provided by Liane Ginsberg, Agnes Gund, Toby Devan Lewis, Dorothy Lichtenstein, Tiffany & Co., The Andy Warhol Foundation for the Visual Arts, Sorgente Group, and Anonymous. Substantial support is provided by Martha and Bruce Atwater, Melva Bucksbaum and Raymond Leary, The Henry Luce Foundation, Melissa S. Meyer, Ronald A. Pizzuti, The Rudin Family, Lizzie and Jonathan Tisch, Tishman Speyer, the Joseph S. and Diane H. Steinberg Charitable Trust, and The Sol LeWitt Fund for Artist Work. Additional support is provided by Tom Berger, Danny and Audrey Meyer, Jamie Welch and Fiona Angelini, Leslie and Howard Zemsky, and NYC and Company.

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

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

**Image:** Rendering of Orly Genger's *Red, Yellow and Blue* (2013) in Madison Square Park. Courtesy of the artist.

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