



MEDIA ALERT: PHOTO OP
September 18, 2013

**MADISON SQUARE PARK CONSERVANCY'S
MAD. SQ. ART
PRESENTS
GIUSEPPE PENONE:
*IDEAS OF STONE (IDEE DI PIETRA)***

On View September 26, 2013 – February 9, 2014

***Installation To Take Place
Wednesday, Sept 18 – Friday, Sept 20***



WHAT: Photo Op of installation by 127-foot-tall crane of three monumental, 30-foot tall bronze sculptures of trees, weighing 7,000-12,000 pounds each. The sculptures are made by renowned Italian artist Giuseppe Penone, who is in the prime of his 40-year international career.

SPECIFIC DATES AND TIMES FOR PHOTO OPS:

Wednesday, September 18 from 10am-3pm: 3-foot deep foundations completed to support sculptures. Crane arrives and begins raising the first of the three tree sculptures on the Park's Oval Lawn. Boulders are hoisted into tree. Crane moves on to second and third sculptures as time allows.

Thursday, September 19 from 10am-3pm: Crane continues installing the remaining sculptures.

Friday, September 20 from 10am-3pm: Sculptural installation is finalized.

WHERE: Madison Square Park at 23rd Street and 5th Avenue.

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MORE INFO:

Madison Square Park Conservancy's **Mad. Sq. Art** announces a new sculptural installation for fall 2013 by renowned Italian artist **Giuseppe Penone**, consisting of three monumental, 30-foot tall bronze trees. ***Ideas of Stone (Idee di pietra)***, featuring Penone's signature manipulation of the trees' natural forms, will interact with Madison Square Park's lush landscape to highlight the relationships among man, sculpture and nature. The three works are titled *Triplice (Triple)*, *Idee di pietra – 1303 Kg di luce (Ideas of stone – 1303 Kg of light)*, and *Idee di pietra – Olmo (Ideas of stone – Elm)*. The exhibition will remain on view daily from September 26, 2013 through February 9, 2014 in the Park.

Throughout his 40-year career, Penone has employed natural materials and forms in an exploration of the contrasting and fundamental relationships between man and nature. Penone was a member of the Italian Arte Povera group, artists who sought to dissolve divisions between art and life by using commonplace subjects and materials in their work. Trees as living sculpture is a recurring theme for Penone. He often manipulates these natural forms by twisting, deconstructing, hollowing, and uprooting the organic figures. He incorporates traces of fingerprints, nails, wires, carvings, and precariously placed boulders as remnant evidence of the sculptures' manmade composition and the effect of human interaction with the natural world. Penone addresses concepts of weight, balance, and scale, while merging the manmade and the organic.

President of the Madison Square Park Conservancy, Debbie Landau comments: "With this, the Park's twenty-sixth exhibition of outdoor sculpture, we are honored to present Giuseppe Penone, an esteemed artist of international stature. Penone's work may be best-known to European audiences, and the opportunity to display his towering bronze trees in New York is a tribute to his unique vision which complements the natural environment of the Park's foliage as the seasons transition from fall to winter."

Artist Giuseppe Penone states: "It is with great anticipation that I have planned for the exhibition of my work in Madison Square Park. A tree summarizes in an exemplary way the contrast between two forces: the force of gravity and the weight of life we are part of. The need and the search for balance, which exists in every living being to counteract the force of gravity, is evident in every step and in every small action of our lives. It is a river stone that appears amid the branches of a tree. A stone suspended amid the branches of a tree, separated from the soil by a structure that is not land and is not air, a stone that lies between the force of gravity and the force of the attraction of light."

About the Artist:

Giuseppe Penone (b. 1947) lives and works in Turin and Paris. Penone was the recipient of the Rolf Schock Prize for Visual Arts in 2001 and has exhibited internationally at the Art Gallery of Ontario, Toronto; Documenta 13, Germany; Musée des Arts Contemporains, Belgium; Museo d'Arte Moderna di Bologna, Italy; the Venice Biennial; Centre Georges Pompidou, Paris; Jardin des Tuileries, Paris; La Reggia di Venaria Reale, Torino, Italy; Museum of Contemporary Art, Sydney, Australia; Tate Gallery of Modern Art, London; and the Toyota Municipal Museum of Art, Tokyo, Japan.

Penone's recent solo exhibitions include *Giuseppe Penone: Le Corps D'Un Jardin* (2013), Galerie Marian Goodman (Paris, France); *Giuseppe Penone* (2013), Kunstmuseum Winterthur (Winterthur, Switzerland); *Penone Versailles* (2013), Chateau de Versailles (Versailles, France); and *Giuseppe Penone: Entre les lignes* (2013), Chapelle du Méjan (Arles, France). Selected group exhibitions include *Morandi and Casorati in the De Fornaris Collection, From Workshop to Work* (2013), Italian Cultural Institute (New York, NY); *Neunzehnhundertsiebzig. Material, Orte, Denkprozesse* (2013), Kunstmuseum Luzern (Luzern, Switzerland); and *Turbulences II* (2013), Villa Empain, Boghossian

Foundation (Brussels, Belgium). He was selected for the 2012 Bloomberg Commission at the Whitechapel Gallery, London.

Giuseppe Penone is represented by Marian Goodman Gallery.

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, Orly Genger, Sandra Gibson & Luis Recoder, 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.**

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

Image: Giuseppe Penone, *Idee di pietra – Olmo (Ideas of stone – Elm)*, 2008. Bronze, River Stones. 800 x 400 x 250 cm | 314 15/16 x 157 ½ x 98 1/16 in. Courtesy Marian Goodman Gallery, New York/Paris.

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