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For Immediate Release:

**INTERNATIONALLY CELEBRATED SITE-SPECIFIC ARTIST
DANIEL BUREN CREATES MONUMENTAL TEMPORARY
ARTWORK IN PASADENA**

On View through November 11, 2007

Pasadena, Calif., (September 2007) -- Internationally celebrated French artist Daniel Buren is presenting a monumental site-specific artwork of his signature striped flags in the large central courtyard at One Colorado, a popular gathering place in the heart of Old Pasadena. His installation, "A Colored Square in the Sky," consists of a fluttering field of more than 4,700 brilliantly colored triangular orange and yellow flags suspended above this brick and cobblestone public space. "Colored Square in the Sky" will be on view through Sunday, November 11. Public access to Buren's art installation and the One Colorado Courtyard are free.

Buren's work is part of *Armory Public View*, which is dedicated to commissioning large-scale art installations by internationally recognized artists in the outdoor pedestrian spaces of One Colorado. "A Colored Square in the Sky" is Buren's first large-scale outdoor presentation in California in 37 years. Buren's project is co-sponsored by the Armory Center for the Art, One Colorado, Alliance Française de Pasadena and the Consulate General of France, Los Angeles.

Buren was intrigued by the creative challenge of developing a piece that would both unite and reconfigure the open Courtyard, which is surrounded by landmark brick buildings of varying heights and sizes, and is anchored by a popular gathering point at its center. The Courtyard's central space offers a café-style seating area, like those found in parks and public squares in Europe. As Buren states, "Because the Courtyard opens up to the glorious Southern California sky, I could immediately see an approach that would both capture and embellish the play of architectural space, and provide a colorful, ever-moving shade canopy that would shelter the people below."

Buren is a conceptual artist. Sometimes classified as a minimalist, he is known best for using regular, contrasting large stripes to integrate visual surfaces and architectural spaces, notably historical, landmark architecture. All of his monumental works are site-specific installations, integrated into their settings and in contrast to the idea of works of art standing alone. In the late 1960s Buren developed art that connected him with ideas of space and presentation arising through deconstructionist philosophies associated with the May 1968 student demonstrations in France.

Working exclusively on site-specific art since 1967, he strives to give context to his artistic practice using the stripe—a popular fabric motif around the world—a means of visually relating art to its situation, a form of visual language in space. He began producing unsolicited public artworks using alternate white and colored stripes printed on

paper and then glued to any kind of wall or billboard. The stripe is a standard 8.7 centimeters wide. Denoting the trademark stripes as a visual instrument or “seeing tool,” he invites us to take up his critical standpoint challenging traditional ideas about art.

By the 1970s and ‘80s he was exhibiting in Europe, North and South America, Japan, and Australia. In 1986, he attained leading artist status after creating a 3,000 square-meter sculpture in the great courtyard of the Palais Royal in Paris. That same year, he represented France at the Venice Biennale and won the prestigious Golden Lion Award. This year, 2007, Buren is the curator of the French Pavilion at the Venice Biennale.

Daniel Buren Lecture

On Saturday, November 10, at 4:30 p.m., Daniel Buren will discuss his work *A Colored Square in the Sky*. This event is free and open to the public, and will take place at the Armory Center for the Arts, 145 North Raymond Avenue, followed immediately with a celebration in the One Colorado Courtyard.

The Armory Center for the Art’s and One Colorado’s program *Armory Public View*, which includes Daniel Buren’s monumental artwork, commissions internationally famous artists to create large-scale, outdoor, temporary site-specific works of art in and around the historic spaces of One Colorado. The intent of *Armory Public View* is to contrast the past (represented by the One Colorado buildings) with the most contemporary of artistic expressions. This regularly scheduled changing program is presented to the thousands of people who come to One Colorado every year, many of whom do not visit contemporary museums and art galleries. Southern California artist Carlos Mollura was the first artist to create a site-specific work for *Armory Public View*. Future artists will include Pae White and Barry McGee.

Armory Center for the Arts

The Armory Center for the Arts is an arts center based in the community. The center offers innovative approaches to creating, exploring and presenting the visual arts to students of all ages. In addition to providing an outlet for contemporary art exhibitions and performances, the Armory offers studio art classes and a variety of educational outreach programs to more than fifty schools and community sites.

One Colorado

One Colorado spans one city block in the center of Old Pasadena. This award-winning property unites the authentic urban environment of 17 historic buildings with 40 contemporary fashion and dining attractions. Opened with much success in 1992, One Colorado is the catalyst that spurred the rebirth of Old Pasadena, and continues to set the standard for urban mixed-use properties throughout the country. Its Courtyard and pedestrian alleys are consistently filled with high-quality art exhibitions, festivals of classic films, live blues and jazz concerts, and large-scale site-specific art installations. For ten consecutive years, the property has demonstrated unwavering support for cultural programs, including attracting the AFI to Pasadena in 1997 and 1998, and donating space for the Pasadena Art Space for the City of Pasadena Department of Cultural Affairs from 1997 through 2000.

Cultural Services of the French Consulate, Los Angeles

Under the direction of the French Ambassador to the United States, its mandate is to prompt and sustain a high-spirited cultural exchange between the most promising French and American artists, writers, thinkers, students, and educators. The Cultural

Services regularly conceives, organizes, and supports large-scale initiatives to draw attention to exciting developments in French culture. The Cultural Services is always interested in new and challenging ideas that will bring French and American people together in a creative collaboration.

Alliance Française de Pasadena

The Alliance Française de Pasadena was founded in 1924. Its purpose is to encourage the study of the French language and culture and promote understanding and friendship between the French people and others who share these interests. The Pasadena chapter differs from other language schools by offering a blend of language learning and cultural immersion.

The Pasadena Convention & Visitors Bureau (CVB)

The Pasadena Convention & Visitors Bureau (CVB) is a destination marketing organization dedicated to promoting Pasadena as a desirable meeting, convention and leisure travel destination. The CVB attracts visitors through a strategic combination of direct sales, print and online advertising, and media relations. The CVB's Visitor Center offers free assistance to tourists, including Visitors Guides, Calendars of Events, maps and other promotional materials.

Armory Public View is made possible by the generosity of One Colorado. One Colorado and the Armory Center for the Arts provide extensive staff resources to create, publicize and manage the program. Support for Armory professional services is provided by the Los Angeles County Arts Commission and the Wallace Foundation.

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