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Press Release

The EU Delegation in Israel and the Municipality of Tel-Aviv-Yaffo present:

STREET-ART EUROPA!

Urban Happening and Celebration of Art Exhibits on Environmental Sustainability

White Night, Thursday, June 30, from 20:00, Rothschild Plaza 1 Tel Aviv

For the second consecutive year, the EU Delegation in Israel and the Municipality of Tel-Aviv are collaborating within the framework of Tel Aviv's White Night, and the result is: Street-Art Europa – a celebration of art exhibits on environmental sustainability. For the entire evening, Rothschild Plaza 1 will be converted into a street-art event with an "urban-happening" atmosphere for the entire family. Towards the end of the event, we will hold a fabulous party in partnership with radio station Eco 99 FM.

Speaking ahead of the event, European Union Ambassador to Israel, Lars Faaborg-Andersen said, "There could be no more appropriate theme for this year's European contribution to White Night than environmental sustainability, a field in which Israel and the EU cooperate closely. I invite everyone to Rothschild Plaza for an enjoyable and creative evening."

The countries and cultural institutions participating in Street-Art Europa are: the French Institute, The Romanian Cultural Institute, the Italian Cultural Institute, the Polish Institute, the Czech Center, the Austrian Cultural Forum and the Finnish Embassy. Artists from these seven European countries will simultaneously exhibit their works during the event, and some will hold art and creativity workshops with audience participation corresponding with the principles of environmental sustainability.

Street-Art Europa will exhibit works by artist Pascale Martine Tayou, who was born and raised in Cameroon, resides in Belgium, is active in **France**, participates in numerous international exhibitions and has exhibited in renowned art galleries around the world. Street-Art Europa will exhibit Pascale's Column, a six-meter high sculpture alluding to the Endless Column, the monumental work from 1937 by Constantin Brancusi, one of the pioneers of modern sculpture, which conveys spiritual uplifting and a utopian vision. In contrast to the Endless Column, Pascale's Column, which has been displayed in many countries around the world, is comprised of colorful African-style cooking pots. One of the motifs guiding Tayou's work is questioning the manner in which Europeans perceive the African culture from which he originates, and Pascale's Column, with

its colorful pots and allusion to The Endless Column, sends a message that the world has ceased to be explainable from a western point of view.

Two artists have come to Street-Art Europa from **Austria**: Nicholas Platzer, curator of the renowned Inoperable Gallery in Vienna, which has exhibited hundreds of artists from around the globe, and Knarf, a Viennese street artist who will not reveal either his name or any photos of himself. During the event, Platzer will hold a TED talk in which he will present intelligent uses of street art in the realm of environmental sustainability, and Knarf will screen a video film on one of the buildings surrounding Rothschild Plaza 1, along with more of his works, while working "live".

From **Finland**, artist Salla Ikonen will hold a street-art workshop on environmental sustainability before the event even begins, at the Bat-Zion Community Center in Yad Eliyahu, with the participation of local residents. After the event, the works exhibited at Rothschild Plaza 1 will return to the community center to stay, and during the event, Ikonen will create additional works with audience participation and distribute them to audience members as mementos to take home.

From **Romania**, artist Daniela Frumuseanu will also be at Street-Art Europa. Frumuseanu is a textile artist who works in natural and sustainable fabrics. During the event, Frumuseanu will hold an open workshop for the wider public in the dyeing of natural fabrics using unique, ecological techniques, local materials and enabling participants to prepare their own shirt or print in a totally natural and personal design.

From the **Czech Republic**, artist Veronika Richterova will also attend Street-Art Europa. Richterova creates art from recycled plastic bottles. At Rothschild Plaza 1, there will be an art exhibit from plastic bottles that Richterova will create on-site, and during the event, she will hold an open workshop for the public where she will teach how to make sculptures from drinking bottles instead of throwing them in the trash.

From **Poland**, artist Matylda Salajewska will also attend Street-Art Europe. Salajewska has collected paper trash from the streets of Tel-Aviv – such as used billboards, posters, leaflets, etc. - and will convert them into paper flowers and plants that will be hung on one of the buildings in the Plaza, granting it a new, environmentally-friendly look. In addition, Salajewska will perform reverse graffiti, where, together with the audience, she will clean the dirt and dust from the ground, simultaneously creating clean, new imagery revealed under the layers of dust.

At Street-Art Europa, **Italy** will be represented by dancers Sergio Antonio and Avi Caesar, who will explore the link between dance & movement and environmental, cultural and social issues. During the event, the two dancers will present a dance especially choreographed for Rothschild Plaza 1 and the chosen theme – environmental sustainability.

Event Production – Gilad Barnea – Artlink
Artistic director and curator – Amit Yuzleri

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