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**TECHNOLOGY AND ART UNITE AT LAX
WITH GROUNDBREAKING VIDEO INSTALLATION *SEE CHANGE***



(Los Angeles, Cal., May 16, 2012) – [Los Angeles World Airports](#) (LAWA) and the [Department of Cultural Affairs](#) (DCA) announce *See Change*, a groundbreaking video art installation located in the newly renovated Tom Bradley International Terminal at Los Angeles International Airport (LAX). The permanent, multi-faceted installation features 17 site-specific media artworks and four hours of original programming. The installation includes two large-scale displays, thoughtfully designed to enhance the arrival area’s sophisticated new ambience: a 58-screen, 90-foot linear video filmstrip is suspended from the ceiling, and a 25-screen media wall that borders the terminal’s sleek dining area. Located in the terminal’s arrivals hall, *See Change* is accessible to the general public.

The official dedication and artists’ reception will take place on **Saturday, June 16, 2012, from 5-8 p.m.** in the Tom Bradley International Terminal’s arrival hall. This event is free and open to the public.

The installation is the culmination of a seven-year collaboration between LAWA and DCA and required the expertise of artists, arts administrators, architects, engineers and computer programmers. “*See Change* represents a union of cutting-edge technology and aesthetic sophistication that sets a new standard for public art,” says Felicia Filer, director of the DCA Public Art Division. “It highlights the potential of new media as a form of public art that is both permanent and flexible, because the technological infrastructure behind *See Change* will allow it to evolve with its environment in a way that a sculpture or mural could not.”

“The groundbreaking technology involved with this project allowed the artists to experiment with the intersection of time and space in completely new ways,” says Anne Bray, a media artist and curator who has served as the video art consultant for *See Change*. The result is a dynamic collection of media artworks, ranging from a video collage on the media wall to a rhythmic pageant

of images moving across the filmstrip, such as Ryan Lamb's "Five-Dimensional Parade," in which 8mm footage of the 1960 Rose Bowl Parade appears as a distorted, dream-like procession.

Media artist Chip Lord's work "[To & From LAX](#)" combines footage and still images from airports around the world, organized to represent actual flight patterns in and out of LAX. Programming his work for each of the video wall's 25 screens, Lord says, "was like nothing I've ever done. The technology increased the possibilities exponentially." Lord, who had been collecting images of airports for 10 years, believes that LAX is the ideal site for *See Change*. "I believe that airport design is entering a golden era, with more and better spaces for art. And because of their advanced technology, airports can offer artists the opportunity to experiment and innovate in a way that simply isn't possible in a museum or gallery setting."

Thematically, many of the artworks in *See Change* explore Los Angeles' dual identity, as a city of intensely local experiences and a hub of global commerce. For example, in "Splash" by Hilja Keading, the faces of children playing in a swimming pool are juxtaposed with folkloric images from Los Angeles' many cultures. "Homeland" by Louis Hock features various Los Angeles neighborhoods viewed by car, while posing the question "What makes your house a home?" in multiple languages. Other works play with the airport itself as a subject, such as "Current" by Patty Chang and Noah Klersfeld, which follows the journey of a houseplant through the baggage handling area of LAX.

As part of the award-winning renovation and modernization of the Tom Bradley International Terminal, *See Change* was funded through Los Angeles' Percent for Public Art Program, which dedicates one percent of the total construction cost of city capital improvement projects to public art. "The complexity of *See Change* represents a milestone for the public art program at LAX, and it is likely the most innovative installation you will find at any airport worldwide," says Sarah Cifarelli, LAWA art manager. "For many international visitors, *See Change* will be their first impression of Los Angeles, and we are pleased that it will be one of a city that values ambitious, high-quality art in its public spaces."

The artists were pre-qualified through a Request for Qualifications issued by DCA's Public Art Division in 2005 to over 2,000 artists. Based on the proposals submitted in 2007, a total of 17 finalists were awarded commissions to create video artworks for the installation. The 17 featured artists/artist teams are Monika Bravo, Patty Chang and Noah Klersfeld, Seungho Cho, Felipe Dulzoides, Todd Gray and Joseph Santarromana, Kurt Hentschläger, Louis Hock, Hilja Keading, Ryan Lamb, Chip Lord, Megan McLarney, Esther Mera and John Reed, Paul Rowley and David Phillips, Steve Shoffner, Pascual Sisto, Scott Snibbe, and Caspar Stracke.

In addition to the artists, the project team included video art consultant Anne Bray and multi-screen video designer and programmer Jon 9. Bray has been working in the field of media arts since the 1970s as artist, educator and administrator. In 1989, she founded Freewaves, a nonprofit organization that advocates for and exhibits independent new media from around the world. Stolzberg is a video designer who has worked on large-scale, multi-media productions for Cirque du Soleil. Sarah Cifarelli, LAWA Airport Art Manager, Felicia Filer, DCA Public Art Director, and Ligeia Gorre, DCA Public Art Associate, served as project managers.

ABOUT LOS ANGELES WORLD AIRPORTS PUBLIC ART AND EXHIBITIONS PROGRAM

Initiated in 1990, the purpose of the Public Art and Exhibitions Program at Los Angeles World Airports is to educate and entertain the traveling public at LAX and LA/Ontario International Airports and the FlyAway Bus Terminal at Van Nuys Airport. The program showcases local and regional artists through temporary exhibitions and permanent public art installations, which enhance and humanize the overall travel experience for millions every year.

ABOUT LOS ANGELES DEPARTMENT OF CULTURAL AFFAIRS, PUBLIC ART DIVISION

DCA significantly supports artists and cultural projects through four distinct types of arts programs within its Public Art Division, each committed to the creation and/or maintenance of art within the public realm: the Public Works Improvements Arts Program (PWIAP, more commonly known as Percent-for-Public-Art or Public % for Art), the Private Arts Development Fee Program (ADF), the Murals Program, and the City's Art Collection. As part of the Division's PWIAP and ADF Programs, DCA implements an independent peer panel and public review process to commission public artists and to approve the creation and/or presentation of site-specific public art projects throughout the City of LA. Through these programs, Division staff oversees a substantial portion of DCA's programming budget; in FY10/11, through these two programs alone, DCA staff managed a portfolio totaling approximately \$18.2 million. Become a fan on Facebook at www.facebook.com/culturela.

ABOUT LOS ANGELES WORLD AIRPORTS

LAX is the sixth busiest airport in the world and third in the United States, offering more than 600 daily flights to 91 domestic cities and more than 1,000 weekly nonstop flights to 58 cities in 32 countries on nearly 75 air carriers. It ranks 13th in the world in air cargo tonnage processed. In 2011, LAX served more than 61 million passengers, processed over 1.8 million tons of air cargo valued at nearly \$84.6 billion, and handled 603,912 aircraft operations (landings and takeoffs). LAX is part of a system of three Southern California airports – along with LA/Ontario International and Van Nuys general aviation – that are owned and operated by Los Angeles World Airports, a proprietary department of the City of Los Angeles that receives no funding from the City's general fund. For more information about LAX, please visit www.lawa.aero/lax or follow us on Twitter @LAX_Official, on Facebook at www.facebook.com/LAInternationalAirport and on YouTube at www.YouTube.com/laxairport1.

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High-resolution images available upon request.

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