

The Art Market

Vancouver Biennale creates blue forests to spread environmental awareness

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Posted: Mar 16th, 2011

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It has been our experience that with all of the distractions available, you need to do something big if you want to get some major attention. Beware, because if you pull off the ever elusive big attention getting thing that we're talking about, you better have something meaningful to say.

The environment has been a hot issue for many years, and various artists have tried to ignite a larger conversation about global deforestation and the overall state of our planet. But we feel a great place to have this conversation is outside on the streets (literally).

What would get *you* to stop and pay attention to one of the trees around you? What if you stumbled upon a group of blue trees – you would probably stop and ask why they're blue and if they are real. The Blue Trees in question are very real and will come to life in three BC cities over the next few weeks.

International artist, Konstantin Dimopoulos, is creating blue forests in the City of Richmond, Port Moody and West Vancouver as part of the Vancouver Biennale. In his self-described "social art action" Dimopoulos is making his personal statement about the spirituality of the trees and their importance to our very survival.



Why blue? Dimopoulos says, "Colour is a powerful stimulant, a means of altering perception and defining space and time. The fact that blue is a colour that is not naturally identified with trees suggests to the viewer that something unusual, something out of the ordinary has happened. It becomes a magical transformation."

Before you start getting upset about the colourant, we'll let you know that the colour used on the trees is biologically safe pigmented water. The blue will naturally degrade and the trees gradually revert to their natural state.

Inspired by the world around him, Dimopoulos has won numerous awards for his works in sculpture and public art. His work can be seen around the world including across the USA, Australia, New Zealand, and the United Arab Emirates.

The idea to colour trees with natural pigment has never been done before in Canada and the Vancouver Biennale is thrilled to present this as part of their 2009-2011 open air museum. The beauty of this project is that the natural colourant will fade and go back into the ground where it started. Konstantin will begin his work Thursday March 17th in Richmond and will continue throughout spring break into early April. Richmond and Port Moody are also hosting talks by the artist. All are welcome to go and visit the sites and chat with the artist – we'll see you there!

Over the next couple of months, when the trees begin to gradually lose their colour, you should make a point to swing by at least one of these locations to see these brilliant blue trees.

For more information on the locations and dates of this project click here:

<http://www.theartmarket.ca/users/vancouver-biennale>

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