

VANCOUVER SCULPTURE PERFORMANCE NEW MEDIA IN PUBLIC SPACES BIENNALE →

## FOR IMMEDIATE RELEASE

**Vancouver, Canada - The 2014 – 2016 Vancouver Biennale is pleased to announce that the *BLUE TREES* initiative will launch in three Metro Vancouver cities between October 15 and 25, 2015. The public are invited to join the artist and help pigment over 350 trees.**

Described as "one of the 60 ideas that have changed the world" by the Danish Design Awards, winner of the 2014 UK Climate Week Award, and named as one of the Top 100 Activism Trends of 2012 at TrendHunter.com, the *Blue Trees*, which originally launched at the second Vancouver Biennale in 2009 - 2011, has become a world-wide initiative spanning three continents.

Hundreds of volunteers, families, community partners, corporate teams, schools, and individuals will come together in West Vancouver at Simons store in Park Royal South, the lawns of City Hall in New Westminster, and in the District of Squamish to blue 350 indigenous trees with Australian artist Konstantin Dimopoulos.

Dimopoulos uses environmentally safe, water-based natural pigments to alter the colour of trees that he and thousands of participants around the world have pigmented.

With climate change a reality, Dimopoulos brings together environmental consciousness and social action through Art, making the project a catalyst for learning, engagement, and social activism. The blue colour is a means of altering perception. "Trees are the lungs of the Universe," he says, and by pigmenting them blue in creative and unexpected public places, Dimopoulos is able to capture people's imagination and thinking.



Become a part of the conversation: join the 2014 - 2016 Vancouver Biennale, the artist, and the partnering Cities at the Pigmenting Parties in your communities.

## FREE PUBLIC EVENTS:

### New Westminster:

**Thursday, October 15**

Pigmenting street trees along Columbia St in the downtown core

**6:00 - 7:00 PM** Artist Talk at Anvil Centre Room 417, 777 Columbia St, New Westminster

**Friday, October 16**

Pigmenting street trees along Columbia St in the downtown core

**Sunday, October 18**

**12:00 PM – 3:00 PM**

Community pigmenting event on the front lawns of City Hall, 511 Royal Avenue, New Westminster

### Squamish:

**October 20 – 23**

Workshops with schools and pigmenting street trees in the downtown core

### Simons at Park Royal South, West Vancouver:

**Saturday, October 24 10:00 AM – 5:00 PM**

Register online at <https://vancouverbiennalebluetrees.eventbrite.com>. In celebration of Simons' 175<sup>th</sup> anniversary, 175 maple trees will be gifted to participants along with a commemorative t-shirt.

### For artist and Vancouver Biennale interviews, please contact:

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### For interviews with Simons, contact:

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## ABOUT SIMONS

Simons is a 175-year-old family-owned fashion retailer from Quebec with its first Vancouver store at Park Royal in West Vancouver. Simons offers an extensive and fashion-forward collection of its own exclusive and innovative private label brands for men and women, complemented by a selection of national brands, exclusive discovery brands from around the world and an edited collection of international designers.



Simons stores are compelling, original environments that are meant to inspire through fashion, art and architecture.

## **ABOUT THE VANCOUVER BIENNALE**

The Vancouver Biennale is a non-profit charitable organization that celebrates art in public space. Each exhibition transforms the urban landscape into an Open Air Museum, creating globally inspired cultural experiences where people live, work, play, and transit.

The Vancouver Biennale features internationally renowned and emerging contemporary artists that represent a diversity of cultural perspectives and artistic disciplines including sculpture, new media, performance works, music and film. The objective is to use great art as a catalyst for learning, community engagement and social action.

For more information, visit [www.vancouverbiennale.com](http://www.vancouverbiennale.com)

## **JOIN THE CONVERSATION**

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