

VANCOUVER SCULPTURE PERFORMANCE NEW MEDIA IN PUBLIC SPACES BIENNALE →

## FOR IMMEDIATE RELEASE

### It's a **BLUE TREES** Pigmenting Party!

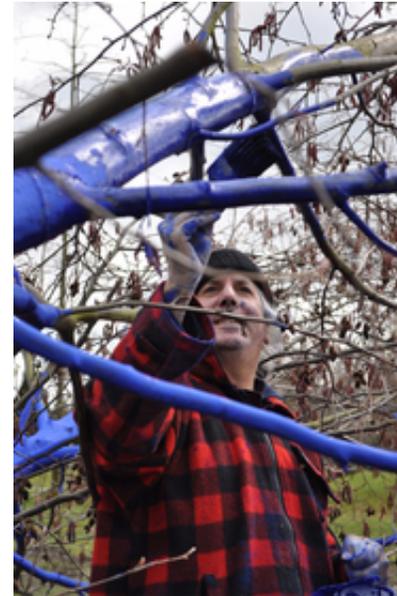
On Saturday, October 24 between 10:00 am and 5:00 pm, the Vancouver Biennale, Australian artist Konstantin Dimopoulos, and Canadian fashion retail giant Simons will launch the largest **BLUE TREES** Environmental Art Project ever undertaken. Over 260 trees will transform Park Royal South into a major public artwork with 175 smaller three- to five-foot potted Red Maple trees being gifted to the participants and volunteers who pigment them.

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 worldwide initiative spanning three continents.

Hundreds of volunteers, families, corporate teams, schools, and individuals are invited to come together at Park Royal South (Simons' parking lot) to help transform this commercial hub into an eco-friendly major public artwork.

Dimopoulos uses an environmentally-safe, water-based natural blue pigment to alter the colour of the smooth barked trees which he and thousands of participants around the world have "pigmented."

With climate change a reality, Dimopoulos uses his Art as a catalyst for learning, engagement, and social activism. "**Trees are the lungs of the Universe...**and...by pigmenting them blue in creative and



unexpected public places, I capture people's imagination and thinking and bring attention to the preciousness of trees to our everyday life," says the artist.

### **BE PART OF THE CONVERSATION**

Register at <https://vancouverbiennalebluetrees.eventbrite.com> to be amongst the first 175 participants (individuals or groups) who will receive a commemorative *BLUE TREES* t-shirt and a potted three- to five-foot Red Maple tree.

### **For interviews with the artist and / or the Vancouver Biennale, contact:**

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Camila Ramos Bravo: 604-682-1289 office; or [camila@vancouverbiennale.com](mailto:camila@vancouverbiennale.com)

### **For interviews with Simons, contact:**

Carla MacNeil: Office - [416-922-4404 ext. 23](tel:416-922-4404); [carla@janegillpr.com](mailto:carla@janegillpr.com)

### **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 spaces. Each exhibition transforms the urban landscape into an Open Air Museum, creating globally inspired cultural experiences where people live, work, play, and transit.

The 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 to dialogue, learning, and social action. For more information, visit [www.vancouverbiennale.com](http://www.vancouverbiennale.com)

### **JOIN THE CONVERSATION**

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