

FOR IMMEDIATE RELEASE



GOWANUS SOUVENIR SHOP AND NYC DOT ART PROGRAM PRESENT
**KATARINA JERICIC, *CLOUD DRIFT*: A SERIES OF FLAGS TRANSFORMING THE
GOWANUS CANAL'S MURKY SURFACE INTO SUBLIMELY CLOUDY SKIES**



Katarina Jerinic, Proposal for Union Street Bridge, Gowanus Canal, Brooklyn 2017

Project dates: June 21 – September 21, 2017

Opening reception: Wednesday, June 21, 6-9pm, Gowanus Souvenir Shop, 567 Union Street, Brooklyn, NY 11215

Events to be scheduled throughout the summer.

A map of the flag locations and additional information will be available at Gowanus Souvenir Shop. Please visit <https://gowanussouvenir.com/pages/cloud-drift-by-katarina-jericic> for updates.

Brooklyn, NY, June 5, 2017 – **Gowanus Souvenir Shop** and the **NYC DOT Art Program** are pleased to present ***Cloud Drift*** by artist **Katarina Jerinic**, a series of monumental cyanotype-image flags to be flown over the Gowanus Canal from June 21-September 21, 2017 at each of its pedestrian crossings—on the bridges on Union, Carroll, Third and Ninth Streets in Brooklyn. Each flag features a photograph of the canal's surface just below, with its floating debris, mucky formations and reflections of surrounding skies, signs and structures. The flags are printed as 3 x 5 foot cyanotypes and attached to existing light posts.

Cyanotype is an early photographic process, the reaction of chemistry to sunlight and water. It produces a blue monochromatic image, conjuring the color of idealized skies and waterways and linking the project to the canal's 19th century origins and industrial past. As Jerinic's flags are activated by the wind, their abstracted images of the canal's murky surface unfurl, transforming its dingy waters into sublimely cloudy skies and drawing attention to the built landscape.

"DOT Art is committed to exploring new ways to install interactive public art on existing DOT facilities in a safe and engaging way," said **DOT Assistant Commissioner of Urban Design + Art + Wayfinding Wendy Feuer**. "We are excited to continue partnering with Gowanus-based organizations, and with the Gowanus Souvenir Shop for the first time. We value the organization's dedication to highlighting the essential infrastructure through public art."

Ute Zimmermann, owner of the Gowanus Souvenir Shop said: “One of our goals at the shop is to showcase the work of the many artists that work in Gowanus and who make up the fabric of this unique neighborhood. *Cloud Drift* is our most ambitious project to date and it has been such a pleasure helping Katarina bring her vision to life. We are also tremendously grateful to the DOT for their support and enthusiasm and the many generous individuals that backed the project. We can’t wait to see the flags unfurl!”

Cloud Drift will open with a summer solstice party at Gowanus Souvenir Shop from 6-9 pm on Wednesday, June 21st. Community outreach programs are being planned in partnership with local organizations and include an ArtLab workshop on August 5th with the Gowanus Canal Conservancy and a workshop with Brooklyn Brainerly on July 8th.

The **Gowanus Canal Conservancy**, which has championed the project from the beginning, is a local nonprofit dedicated to the preservation, restoration and green development of the canal and neighborhood. **Andrea Parker, Executive Director**, said “*Cloud Drift* is a poetic reinterpretation of our beloved canal, referencing the industrial processes that made it so filthy, and anticipating a cleaner future when Gowanus will be blue again. We’re very excited that Jerinic will be leading an ArtLab workshop on the banks of the Gowanus this summer, to shed light on the technique behind this unique installation.”

Katarina Jerinic is a Gowanus-based artist. Her projects respond to and intervene in built landscapes with maps, photographs, and other ephemera that encourage unfamiliar explorations of everyday surroundings. Her work has been included in exhibitions at Bronx Museum of the Arts; BRIC, Brooklyn; and currently at the Marjorie Barrick Museum of Art, University of Nevada Las Vegas and supported by Times Square Alliance; Lower Manhattan Cultural Council; Brooklyn Arts Council; MacDowell Colony; Center for Book Arts and others.

Founded in 2015 by **Ute Zimmermann** and **Joel Beck**, the **Gowanus Souvenir Shop** riffs on the mystifying and troubling yet often humorous and darkly fascinating history of the Gowanus Canal and the paradox of being one of the most polluted waterways in the US and simultaneously the newest trendiest destination. For sale are a Gowanus-twisted mix of classic souvenirs, all custom-made for the shop locally. The shop also exhibits local artists and collaborates with them on limited editions that transcend the purely touristic into the realm of art, but with the lightheartedness of a simple souvenir. The objects for sale are displayed among vitrines of curios and historical artifacts, below a mural of the canal today, creating a museum-like space that invites the visitor to linger and explore.

About the NYC DOT Art Program:

Launched in October 2008, the **New York City Department of Transportation’s Art Program** invigorates the City’s streetscapes with engaging temporary art installations. The Program partners with community-based organizations and artists to present murals, sculptures, projections and performances on plazas, fences, barriers, bridges and sidewalks for up to 11 months. Projects are presented within four program tracks: Arterventions, Barrier Beautification, Community Commissions and Art Display Case. For more information, visit www.nyc.gov/dotart.

Cloud Drift is presented with additional support from BAXTER ST at Camera Club of New York, the Puffin Foundation, Gowanus Canal Conservancy, Brooklyn Microgrid and Jacquard Products, and many generous contributions from individual citizens of Brooklyn and beyond.

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Hours: Thursday-Sunday 10-7 and by appointment.