

St Petersburg
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PRESS-RELEASE

MARCO BAROTTI'S INSTALLATIONS AT NEW HOLLAND ISLAND

On August 1 two installations by Berlin-based media artist Marco Barrotti, in which fictional post-futurist era is expressed through kinetic sound interventions in natural and urban environments, will appear on New Holland Island. These installations merge audio technology, consumer objects and waste into moving sculptures triggered entirely by sound. The primary focus of author's work involves creating a "tech ecosystem" that plays with a resemblance to animals that have a strong identity in our cultures. These artworks serve as a metaphor for the anthropogenic impact on the planet and aim to make people aware of environmental issues.

On August 1–4 from 5 PM to 9 PM *The Woodpeckers* project will transform in real time the invisible radiations used for mobile communication and wireless technology into audible and visible acoustic drumming patterns. The sonic result is a generative acoustic composition which undergoes constant transformation. A live soundscape which resonates as invading drum ensemble into urban and natural environments.

From August 1 to August 30 the Island's inner basin will host *The Swans* made from satellite dishes, obvious waste elements of our society representing the power of mainstream TV and mass media. Brought to life by sound, wind and water, these animals float peacefully in a pond, merging perfectly with the nature surrounding them. Speakers installed above the bases of the former satellite dishes serve as the animals' heads. Eight individual audio channels are used to transport the sound through the swans, bringing them to life and remodeling the landscape. This image provokes both a sense of revulsion and an intimate feeling of familiarity, serving as a hack of the natural environment while challenging the audience with its amalgamation of tech waste and wildlife.

On August 3, 6 PM Marco Barotti will give a public talk and answer any questions about his work, and also will give a guided tour through his installations. The public talk will be given in English with Russian sequential translation. Free admission, places are limited, please register in advance at www.newhollandsp.com

New Holland: Cultural Urbanization

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NEW HOLLAND: CULTURAL URBANIZATION

In 2010, *New Holland Development*, an affiliate of Roman Abramovich's company *Millhouse, LLC*, won the tender for the restoration and renovation of New Holland Island, with the goal of creating a mixed-use complex that will serve as one of the epicenters of cultural life not only for St Petersburg, but for Russia as a whole. To help determine the concept and creative direction of the island's development, *Millhouse* turned to the *Iris Foundation*, a non-commercial initiative for the support and advancement of contemporary culture and art, launched by Daria Zhukova. This collaboration resulted in *New Holland: Cultural Urbanization*, a fresh approach to the restructuring and modernization of the territory, a monument of cultural and national historical significance. Following the success of the seasonal programs, the project investors decided not to proceed with the original plan to clear the territory to construct a new building. Instead, they chose to organize a full-fledged city park, complete with a modern and convenient infrastructure, which each and every person could find his or her place. The island continues to host cultural programs as well as grand-scale civic initiatives. Future plans for the development of the territory include not only commercial enterprises, but also cultural and educational institutions, research laboratories, and exhibition spaces, whose programming will be overseen by emerging specialists. *New Holland: Cultural Urbanization* helps recruit a team of architects, designers, and urban planners, as well as provide the cultural content for the island's programming and participate in the selection of partners and operators. In August 2016, the first phase of the project came to completion, with the launch of New Holland's park zone, and the island begin to operate all year long. As of now, three historical buildings have been restored: the Foundry, the Commandant's House and the *Bottle House*.