



## **BAM installs new bike lot at 31 Lafayette Avenue featuring mural by Brooklyn-based artist KAWS and bike rack by David Byrne**

**Brooklyn, NY/August 20, 2013**—BAM (Brooklyn Academy of Music) will unveil a new BAM Bike Park and BAMart: Outdoors installation on September 4 at 31 Lafayette Avenue, directly across the street from the Peter Jay Sharp Building which houses the BAM Howard Gilman Opera House and BAM Rose Cinemas. An expansion of the David Byrne Bike Racks which were installed in front of the building last summer, the new park transforms an empty, underutilized lot into a new site for bike parking and creates a new platform for public art in the BAM Cultural District with a 20-foot-wide x 24-foot-high wall, designed by Fiedler Marciano Architecture, which will feature a series of mural installations by local artists. The work of Brooklyn-based artist KAWS will be the first to be featured in the space. Combining a new amenity for cyclists with a bold new space for art, the BAM Bike Park highlights the constantly evolving landscape of the BAM Cultural District and raises the bar for future developments in the area.

“BAM is at the center of a neighborhood that is brimming with bike activity and we are excited to offer this inspiring new bike lot to our audience and the community,” says BAM President Karen Brooks Hopkins. “We would like to acknowledge Con Edison for their generous support and of course our friends David Byrne and KAWS. It is our mission, as the home for adventurous artists, audiences, and ideas, that everything connected with BAM reflect our creative spirit and the David Byrne Bike Racks and KAWS mural are in perfect alignment with that philosophy.”

Manufactured by Dero Bike Racks, the racks are made up of an interchangeable system of components which form letters and words. “When designing these bike racks,” Byrne says, “I wondered how I could make something that was modular, yet variable. I realized that a few very basic shapes would allow one to make a good percentage of the letters of our alphabet. With help and advice from Dero Bike Racks, we figured out how these components could be easily and quickly swapped out to spell different words.”

The new Byrne Bike Rack will form the words “Bold WinK.” Leading up to the unveiling, BAM reached out to the community via social media to solicit new words for the existing racks at the Peter Jay Sharp Building. From the more than 100 submissions, the top five were put to a vote via Facebook to determine the final winner. The winning words were “wRY RomP” and “mo viNYL.”

The new mural by KAWS was created specially for BAM’s inauguration of the BAM Bike Park and is the first in a planned series of murals that will rotate in this new visual art space. “It’s exciting that BAM has developed this new platform for the visual arts and it has been a great opportunity for me to create a public work for Brooklyn,” says KAWS. As a temporary structure on a city-owned parcel, the wall and support structure are configured to tread lightly on the abandoned lot, with precast footings and standard scaffolding components that require minimal site preparation. The art wall itself employs standard billboard panels.

“BAM is an innovative leader in the performing arts,” says Frances A. Resheske, senior vice president of Public Affairs at Con Edison. “In keeping with that innovation, Con Edison is proud to help New Yorkers ‘bike to BAM’ in a unique collaboration. BAM’s art-inspired, bike-parking facility is another example of BAM’s leadership in Brooklyn.”

### **About KAWS**

Brooklyn-based, KAWS is a world-renowned artist who exhibits in museums and galleries internationally. KAWS’ art stands within the historical continuum that began with Pop Art, straddling the line between fine art and global commerce. From his 16-foot-tall sculpture COMPANION (PASSING THROUGH) to his recent 32-foot-tall wooden sculpture SMALL LIE, his artworks are immediately recognizable as he transforms iconic pop culture characters into thought-provoking works of art. His work possesses a sophisticated humor while utilizing a refined graphic language that revitalizes figuration with big, bold gestures and keen, playful intricacy. By producing fine art via thoughtful interplay with consumer products and collaborations with global brands, KAWS moves beyond the sphere of the exclusive art market to occupy a more complex, global market. KAWS was born in Jersey City, New Jersey and received his BFA from the School of Visual Arts. His museum exhibitions include solo shows at the Pennsylvania Academy of the Fine Arts, Philadelphia, Pennsylvania; High Museum of Art, Atlanta, Georgia; Modern Art Museum of Fort Worth, Texas; and the Aldrich Contemporary Art Museum, Ridgefield, Connecticut. KAWS’ work can be seen at galleries internationally, including Galerie Perrotin, Paris, Hong Kong, and New York; and Honor Fraser Gallery, Los Angeles, California.

### **About Fiedler Marciano**

Fiedler Marciano Architecture is a New York City-based design firm established in 2006 by partners Mark Fiedler and Martin Marciano. The firm portfolio includes a variety of institutional, commercial, and residential work, with special emphasis on cultural projects that improve the public realm through innovative art and design. Fiedler Marciano recently collaborated with the Guggenheim Museum and Tokyo-based architects Atelier Bow-Wow, as Architects of Record for the New York City installation of the BMW/Guggenheim Lab—a temporary structure that served as a traveling research laboratory for exploring contemporary urban issues. The Lab was honored by the New York State Chapter of the American Institute of Architects with a Citation for Design Award in 2012. Additional significant projects include the Couri Visitor Center and Museum, and the College of Visual and Performing Arts Student Center (both for Syracuse University), The Ray and Joan Kroc Corp Community Center (Massena, New York), and 215 West/Subcat Studios; a multi-purpose cultural center in Syracuse, New York, which received a 2012 AIANY Design Merit Award.

### **About Dero Bike Racks**

Dero Bike Racks (*dero.com*) is an industry leading manufacturer of bicycle parking solutions. Headquartered in Minneapolis, MN, with a local office in New York City, Dero's

American-made commercial and custom bike racks, bike shelters, and lockers have been keeping bikes safe since 1995.

For additional information and photos, contact Joe Guttridge, 718.636.4129x4 or [jguttridge@BAM.org](mailto:jguttridge@BAM.org).

#### Credits

BAM Bike Park sponsored by Con Edison

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#### General Information

BAM Howard Gilman Opera House, BAM Rose Cinemas, and BAMcafé are located in the Peter Jay Sharp building at 30 Lafayette Avenue (between St Felix Street and Ashland Place) in the Fort Greene neighborhood of Brooklyn. BAM Harvey Theater is located two blocks from the main building at 651 Fulton Street (between Ashland and Rockwell Places). Both locations house Greenlight Bookstore at BAM kiosks. BAM Fisher, located at 321 Ashland Place, is the newest addition to the BAM campus and houses the Judith and Alan Fishman Space and Rita K. Hillman Studio. BAM Rose Cinemas is Brooklyn's only movie house dedicated to first-run independent and foreign film and repertory programming. BAMcafé, operated by Great Performances, is open for dining prior to BAM Howard Gilman Opera House evening performances. BAMcafé also features an eclectic mix of spoken word and live music for BAMcafé Live on Friday and Saturday nights with a special BAMcafé Live menu available starting at 6pm.

Subway: 2, 3, 4, 5, Q, B to Atlantic Avenue–Barclays Center (2, 3, 4, 5 to Nevins St for Harvey Theater) D, N, R to Pacific Street; G to Fulton Street; C to Lafayette Avenue

Train: Long Island Railroad to Atlantic Terminal–Barclays Center

Bus: B25, B26, B41, B45, B52, B63, B67 all stop within three blocks of BAM

Car: Commercial parking lots are located adjacent to BAM

For ticket and BAMbus information, call BAM Ticket Services at 718.636.4100, or visit [BAM.org](http://BAM.org).

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