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Black Rock Arts Foundation to Display Giant Desert Zoetrope in San Jose

Fundraising for interactive sculpture "Homourobos" is underway for May 2008 installation

San Francisco, March XX, 2008 – The Black Rock Arts Foundation today announced plans to install a 24-foot tall, 30-foot diameter zoetrope built by artist Peter Hudson in downtown San Jose in May. The art piece, called "Homourobos", depicts 18 life-sized monkeys swinging from branches and a serpent-like hand feeding apples to the monkeys.

The installation, first displayed at Burning Man 2007, uses strobe lights at night to give the appearance that the monkeys are swinging through the sculpture. When installed in San Jose, the sculpture will include liquid crystal shuttle goggles, which will allow people to experience the effect during the day.

BRAF expects to exhibit Homourobos for one month and is working to identify a location in the downtown area. The display is funded in part by a \$25,000 grant from the James Irvine Foundation. BRAF has initiated a public fundraising campaign to raise the remaining \$20,000 needed for the project.

"Our mission is to place experimental, highly interactive artworks in public settings," said BRAF Executive Director Melissa Alexander. "Homourobos combines a Victorian-era device with complex electronics to achieve a very modern visual experience.

The audience must set it in motion by tapping on electronic drums at the base of its tree-like structure. We believe this blending of technologies combined with a participatory role for the audience will really appeal to Silicon Valley residents."

A writer for Wired Magazine called Homourobos the winner of the "Wow, did you see that?" survey at Burning Man.

"I've been chronicling Burning Man for 12 years never have I seen a piece whose combination of interactivity and visual, technical and psychological wonder captured more people," said Wired writer Brian Doherty. "Every other conversation that week at Burning Man '07 would come around to: '...And have you seen those spinning

monkeys?!”

Hudson, who characterizes himself as a “blue collar” artist, is quick to point out that a community of over 50 individuals helped him create the work. People can see a video of Homourobos in action here: <http://www.youtube.com/watch?v=dOeHUAIkCcM> .

About the Artist:

Raised in Ben Lomond, CA and based in San Francisco and Oakland, Peter Hudson channels his technical and set-design expertise, childlike curiosity, and creative passion into creating life-size stroboscopic zoetropes. Hudson has spent 22 years in the world of stage and set design, working with the San Francisco Opera, Ballet, TV and film. In 2000, Hudson began creating his own larger scale sculptural installations, debuting his first major installation, Playa Swimmers, at Burning Man that same year. In 2002, his work Possession garnered international attention for Hudson when it was featured on the cover of the Italian edition of Rolling Stone magazine. Hudson’s work continues to evolve, culminating in his recent debut of *Homourobos*. For more information about Peter Hudson, please visit www.hudzo.com.

About Black Rock Arts Foundation:

The Black Rock Arts Foundation, a San Francisco-based 501c3 nonprofit organization, emerged in 2001 with ambitious goals in order to enrich civic life through art. Its growth since then reflects a spreading awareness of the benefits community-based art projects can bring to broader society. Art can thrive outside the walls of museums and galleries, in public places that encourage direct involvement with people who encounter it. The Black Rock Arts Foundation consistently seeks to include an expanding universe of people to participate in the creation, presentation, and experience of art.

To find out more about this project, obtain images, or make a donation visit www.blackrockarts.org/projects/homourobos.