



45 Main Street, Suite 719, Brooklyn, New York 11201
TEL 718.237.8700 FAX 718.237.7797 www.dumbonyc.org

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Contact: Jane Kojima
Director of Communications & Marketing
718-237-8700
jane@dumbonyc.org

**DUMBO IMPROVEMENT DISTRICT
TO WELCOME SING FOR HOPE POP-UP PIANO BY OLEK TO THE ARCHWAY
ANNOUNCES WAYS TO SHARE YOUR EXPERIENCES,
GIVEAWAY, BROOKLYN BOROUGH CONCERT**

BROOKLYN, NY — From June 18th through July 2nd, the Dumbo Improvement District (DUMBO BID) has partnered with *Sing for Hope Pop-up Piano* to bring a baby grand piano to The Archway under the Manhattan Bridge; the piano will be available to be played by all who pass by. This two week public residency is part of *Sing for Hope's Pop-Up Pianos* public art project, presented in collaboration with the City of New York that will bring 88 pianos to public space and parks across the five boroughs of New York City this summer. The piano, designed by Polish-born American-residing visual artist Olek, has been crocheted with vibrant fibers, and will be unveiled to the public on the morning of June 18th.

"DUMBO is full of creatives and this piano provides one more outlet for our community to share their talents," said Alexandria Sica, Executive Director of the DUMBO BID. "We're excited to see how people interact with it - from the visitors seeking out the pianos across the City - to locals with a burning desire to play Chopsticks on their lunch break. We are encouraging people to use the new free DUMBO WiFi to upload their photos and videos to share their experiences."

Inspired by the work of artist Luke Jerram, *Sing for Hope's Pop-Up Pianos* celebrate their year-round work in schools, hospitals and communities, and reflect Sing for Hope's mission of uniting artists and communities to bring art to all. The installation will be one of the largest public art festivals in New York this summer, and is expected to reach more than 2,000,000 people. To see a full list of locations, please visit www.singforhope.org.

Using the Piano:

- The Archway Piano is free to use by the public at any time starting June 18th.
- Events can be created and scheduled on the Sing for Hope website. (<http://pianos.singforhope.org/pianos/brooklyn/dumbo-archway/>)
- During the piano's residency under The Archway, the DUMBO BID encourages to all musicians to document and share their time at the piano using the FREE DUMBO WiFi. Send a photo or video by email to info@dumbonyc.org, or a link to our Facebook (www.facebook.com/dumbo.bid) or Twitter, (www.twitter.com/dumbobid) using the hashtag #DUMBOPiano to enter a drawing for a \$100.00 gift certificate to a local business.

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Dates of Note:

- **Make Music Make New York:** On Tuesday, June 21st, The Archway Piano will be a part of Make Music New York (www.makemusicny.org), a city-wide music festival celebrating the first day of summer.
- **Borough Concert:** On Friday, June 24th, Sing for Hope and the DUMBO BID will hold the third Pop-Up Piano Borough concert under The Archway. Prize-winning pianist Elaine Kwon performs throughout the evening wearing a custom crocheted outfit to match Olek's piano. Also performing are the piano-based folk pop group Greene Girl, (the name is derivative of the neighborhoods Fort Greene and Greenpoint), Melanie Edwards Laboratories, percussionist Jibrail Nor, guitar/bass/trumpeter Greg Bandolik and Lacrymosa, who showcases her unique singing/songwriting/piano talents.

About the DUMBO IMPROVEMENT DISTRICT

The Dumbo Improvement District is a 501(c)(3) non-profit organization dedicated to enhancing and promoting DUMBO, Brooklyn. The Improvement District showcases DUMBO as a world class destination, advocating on behalf of DUMBO's businesses, property owners and residents. The organization provides supplemental sanitation services, marketing, economic development, neighborhood programming and long-term planning. To learn more, please visit www.dumbonyc.org.

The Dumbo Improvement District manages DUMBO's Business Improvement District (BID) an area bounded roughly by York Street, Bridge Street, Old Fulton Street and the waterfront.

About OLEK

The Archway Piano, designed by Polish-born American-residing visual artist Olek, has been crocheted with vibrant fibers, a medium in which the artist has worked since 2003. The DUMBO Pop-up Piano is not Olek's first project in DUMBO; previously, the artist has participated in the Dumbo Arts Festival. In 2010, Olek and her artistic team performed and engaged festival attendees with "Crocheted Painting to Shake Hands," a piece that took cues from Yoko Ono's book of instruction and drawings, *Grapefruit*. For more information about the artist, visit www.agataolek.com.

About SING FOR HOPE

Sing for Hope is a non-profit organization that mobilizes professional artists in volunteer service programs that benefit schools, hospitals, and communities. Each Sing for Hope program is defined by the needs of the community, the service of professional artists, and our belief in the transformative power of the arts. To learn more, please visit www.singforhope.org.

To receive up-to-the-minute information about Sing for Hope Pop-Up Piano photos, videos, contests, concerts, and secret events, follow Sing for Hope on Facebook (www.facebook.com/sing4hope) and Twitter (www.twitter.com/singforhope).

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