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Press Release

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IMMEDIATE

Photography Exhibit Features the Bounty of Brooklyn's Local Farms

"Grown in Brooklyn": Photographs by Valery Rizzo

MTA Arts for Transit has posted a new photography exhibition of color images at the Atlantic Avenue subway complex that highlight local farms and purveyors of fresh produce located in Brooklyn, a quick subway ride away from where the exhibit is located. The exhibit will be on view through December 2012.

The exhibit brings into daily view images of fresh and healthy food grown or consumed in Brooklyn. The locally grown food movement is growing rapidly as the desire for fresh and locally sourced food is increasingly part of healthy life choices. Valery Rizzo, a Brooklyn photographer has spent the last year photographing urban agriculture together with artisanal and locally grown food in Brooklyn. Her images show the people and places that are part of the Brooklyn agriculture scene. Locating these images in a subway station underscores the challenges of farming in a dense urban environment, as well as demonstrating by the large number of viewers who use the station, the enormous population –and appetites – that such efforts can reach.

Among the places featured are the Tenth Acre Farms in Greenpoint, Added Value Red Hook Community Farm, Eagle Street Rooftop Farm in Greenpoint as well as the Nile Valley Eco-Juice and Salad Bar at Dekalb Market in Downtown Brooklyn. The close up views of freshly harvested tomatoes and greens, bee keepers and Brooklyn bounty promise to engage viewers while bringing bright and natural color into the station, particularly welcome during the cold months ahead.

The photographs are seen in giant transparencies, made possible by the generous support of Kodak, and Digital Plus, which printed the photographs on Duratrans.

Valery Rizzo studied at Pratt Institute, International Center for Photography and School of Visual Art. Her food photography blog, Eating Brooklyn, shares her photographs, recipes and thoughts about food issues and she is currently working on her first monograph about Brooklyn. The exhibit remains on view for one year, until December 2012.

Attached photos courtesy Valery Rizzo via Metropolitan Transportation Authority



