



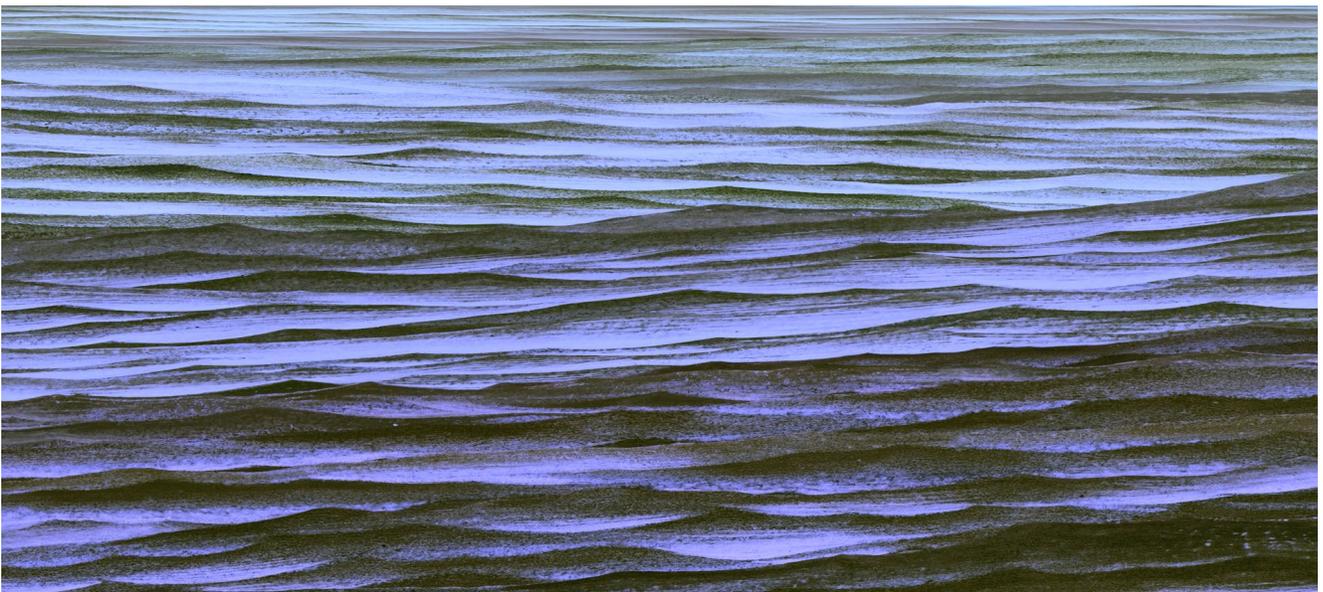
## Media Announcement

### Two New Digital Artworks at Grand Central Madison Celebrate New York's Natural and Man-Made Wonders



Still from *Diaphanous Pareidolia* (2024) © Eirini Linardaki, LIRR Grand Central Madison. Commissioned by MTA Arts & Design. Photo: Courtesy of the artist.

(NEW YORK, NY — January 22, 2024) MTA Arts & Design is pleased to announce the debut of two new digital artworks by artists Eirini Linardaki and Zach Horn at Grand Central Madison. Linardaki's *Diaphanous Pareidolia* uses kaleidoscopic patterned fabrics in collaged scenes of landscapes, trains, buildings, and commuters on the move, while *Rockaway* is Horn's harmonious homage to the crashing waves of the New York City coastline. Blending hand-rendered materials with digital technologies, both artists seek to remind viewers of the natural and human-constructed landscapes that are within easy access of the station complex, from majestic mountain vistas of the Hudson Valley and the energetic coastal waters of Long Island to the soaring concrete jungle of midtown Manhattan. The artworks are displayed for two minutes at regular intervals across five monumental LED screens near the 47<sup>th</sup> Street entrance to Grand Central Madison.



Still from *Rockaway* (2024) © Zachary Horn, LIRR Grand Central Madison. Commissioned by MTA Arts & Design. Photo: Courtesy of the artist.

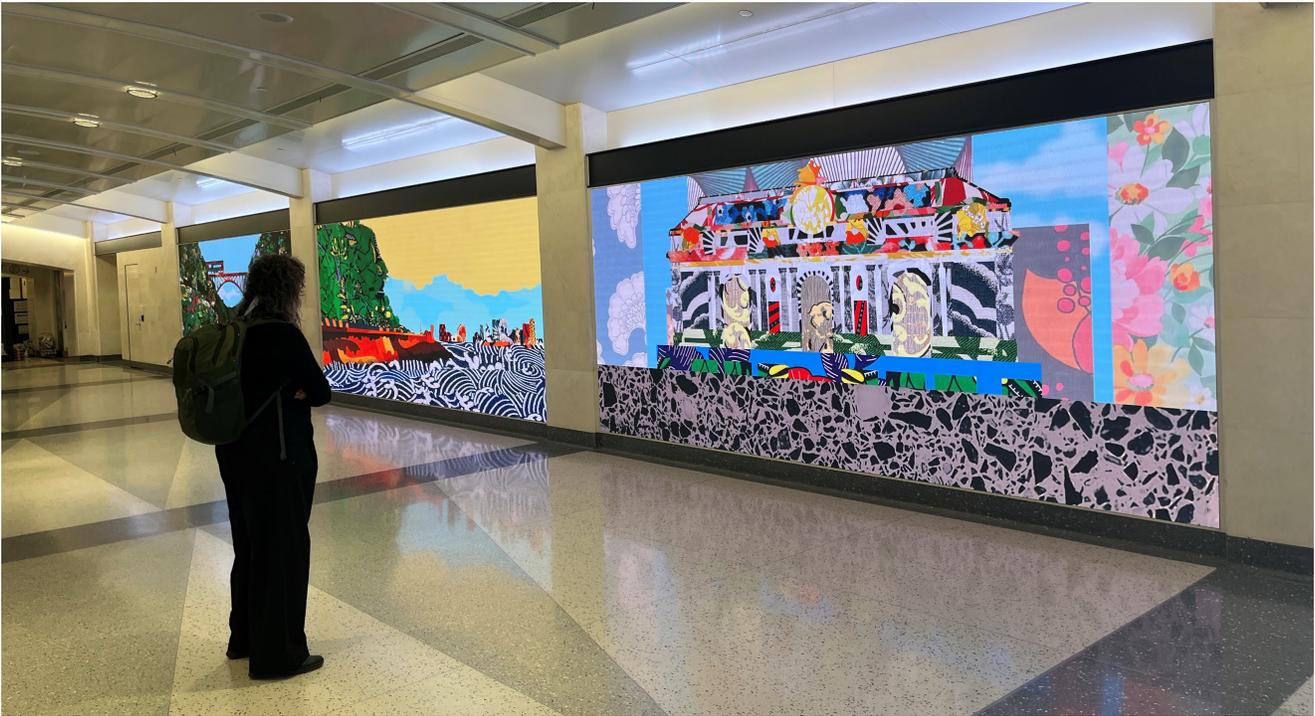
“Artists Zach Horn and Eirini Linardaki articulate a dynamic vision of New York that feels vibrant, fresh, and relevant for all who traverse the station’s concourse,” said **Sandra Bloodworth, Director, MTA Arts & Design**. “The new digital artworks celebrate the city and its exquisite surroundings, exemplifying Arts & Design’s continued commitment to presenting a diversity of arts-centered programming across MTA properties, part of our efforts over the last several decades to build community through creativity.”

Composed of 24 individual hand-painted images of rolling waves, Horn’s work is a tribute to his family’s century-long connection to the Rockaways, where his grandmother grew up and where the family still owns a house. “It’s where my mother learned to ride a bike and where my youngest son learned on his two-wheeler, too,” **Zach Horn** says. “I am old enough now to see this place in fractal rhythms: waves break, tides slide out, generations come and go. For me, this project is personal, a visual reminder of how my family keeps time.”



Installation view, *Rockaway* (2024) © Zachary Horn, LIRR Grand Central Madison. Commissioned by MTA Arts & Design. Photo: MTA Arts & Design.

Linardaki’s self-described “digital animation journey” uses scanned images of multi-patterned and multi-colored textiles sourced from around the globe to reflect the “multicultural tapestry” of New York City and its environs, constructing vibrant and imaginative worlds through which subway and commuter trains traverse. “The central screen unfolds as a visual chronicle, depicting the evolution of Grand Central Terminal from its birth to the bustling underground hub it is today,” **Eirini Linardaki** says. “It captures the heartbeat of the city, showcasing not only the iconic architecture and energetic pulse of Grand Central, but also the panoramic views of the East River, the dynamic landscape of Long Island City, and the serene beauty of upstate New York. As the collages come to life, viewers embark on a visual pilgrimage and bear witness to the convergence of each destination’s transformative landscapes.”



Installation view, *Diaphanous Pareidolia* (2024) © Eirini Linardaki, LIRR Grand Central Madison. Commissioned by MTA Arts & Design. Photo: MTA Arts & Design.

These artworks are presented as part of the MTA Arts & Design **Digital Arts Program**, which invites artists working in digital media to propose an artwork for temporary exhibition at Grand Central Madison and Fulton Center in downtown Manhattan. This is the second cohort of artists to present their digital work in Grand Central Madison, opened in 2023. Two new **Poetry in Motion** pieces further enhance the digital screens. Organized in collaboration with the Poetry Society of America (PSA) Poetry in Motion features poems selected by PSA, paired with artworks from the Arts & Design collection. The latest selections include *Lullaby* by **Ilya Kaminsky**, paired with the artwork *Urban Idyll* (2018) by **Elisabeth Condon**, and *Sunday's Empire* by **Peter Gizzi**, juxtaposed with **Frank Leslie Hampton's** artwork *Uptown New York* (2000).

Taken together, these initiatives are part of the larger Grand Central Madison "cultural corridor," a new venue for artistic expression curated by MTA Arts & Design. The corridor includes dynamic permanent mosaic commissions by **Yayoi Kusama** and **Kiki Smith** and a display of photography rotated periodically at the GCM south entrance at 42<sup>nd</sup> Street. The **Photography Program** lightboxes currently feature the work of **Stephen Wilkes**. These unique and publicly accessible artistic endeavors are a reminder of the enduring power of public art and its ability to connect people from all walks of life.

## ABOUT ZACH HORN

Zach Horn (b. Philadelphia) is an interdisciplinary artist focused on divergent methodologies in painting, installation, and stop-motion animation. In his studio practice, he portrays local labor unions and familiar objects, like BBQ grills. His work is assertively political and intimately heartfelt. Both the advocative and humanist themes are personal. He received his BA from the University of Pennsylvania and his MFA from Boston University. His work has been exhibited in numerous museums, galleries, and academic institutions throughout the United States and abroad. He is a Senior Lecturer at the University of Massachusetts Boston. He lives in Boston, Massachusetts with his wife and three ebullient sons.

## ABOUT EIRINI LINARDAKI

Eirini Linardaki (b. Athens, Greece) is an artist and public art project developer based in New York and the island of Crete. She received her fine arts education at L.I.T. Limerick, Ireland, the Universität Der Kunst of Berlin, and the Ecole Supérieure des Beaux-Arts of Marseille, France. Linardaki has developed numerous public art projects in the US, collaborating with various organizations such as the NYC Parks Department, the NYC Mayor's office for Climate Policy, and the Department of Transportation. As part of her community-

based art practice, Linardaki has been an active member of the Newark Artist Collaboration, an initiative to transform Newark, NJ, through public art. She mainly develops community-based projects, particularly through workshops on accessibility and inclusion through art in several other countries like with Handicap International in Liberia and France, where she lived for more than 20 years. Linardaki's activist work was recognized with the 2022 Artist Award from Sing For Hope. She is the mother of two children.

## **ABOUT MTA ARTS & DESIGN**

MTA Arts & Design encourages the use of public transportation by providing visual and performing arts in the metropolitan New York area. In November 2014, Arts & Design launched the Digital Arts program that feature works of contemporary new media artists throughout MTA's digital media network. The Percent for Art program is one of the largest and most diverse collections of site-specific public art in the world, with nearly 400 commissions by world-famous, mid-career and emerging artists. Arts & Design produces Posters, Digital Art, Photography exhibitions, as well as live musical performances in stations through its Music Under New York (MUSIC) program, and the Poetry in Motion program in collaboration with the Poetry Society of America. It serves the millions of people who rely upon MTA subways and commuter trains and strives to create meaningful connections between sites, neighborhoods, and people.

## **PRESS CONTACT**

MTA Press Office  
(212) 878-7440

## **CONNECT**

[MTA Arts & Design](https://www.mta.com/arts-design)  
[arts@mtahq.org](mailto:arts@mtahq.org)  
[@MTAArtsDesign](https://www.instagram.com/MTAArtsDesign)  
[#mtaart](https://www.facebook.com/mtaart)