



## Media Announcement

### MTA Arts & Design Unveils New Digital Artwork at Fulton Transit Center by New York City Artist Simona Prives



*EVEN WHILE THE DUST MOVES* (2021) © Simona Prives, NYC Transit Fulton Center. Commissioned by MTA Arts & Design. Photo: MTA Arts & Design/Tara Foster.

(NEW YORK, NY — October 6, 2021) MTA Arts & Design is pleased to announce a new digital artwork at the Fulton Transit Center in Lower Manhattan, *EVEN WHILE THE DUST MOVES* by New York-based artist Simona Prives. *EVEN WHILE THE DUST MOVES* is a site-responsive meditation on Fulton Center, Lower Manhattan, and imaginary commutes. The immersive, dreamlike animations air simultaneously for two minutes at the top of each hour on 52 digital screens throughout the Fulton Center complex and the Dey Street pedestrian tunnel that connects multiple New York City Transit lines and the World Trade Center PATH station.



*EVEN WHILE THE DUST MOVES* (2021) © Simona Prives, NYC Transit Fulton Center. Commissioned by MTA Arts & Design. Photo: MTA Arts & Design/Tara Foster.

“The transit environment is a transitory space in which riders constantly pass through various layers in the MTA network at any given moment, in a way not too dissimilar to the surreal dreamscape in *EVEN WHILE THE DUST MOVES*.” said **Yaling Chen**, Deputy Director who leads the Digital Art program at MTA Arts & Design. “Our team is thrilled to present Simona’s digital collage, and we hope the artwork will entice the travelers to take in a moment of contemplation.”



*EVEN WHILE THE DUST MOVES* (2021) © Simona Prives, NYC Transit Fulton Center. Commissioned by MTA Arts & Design.

Prives’ imagery shifts from subterranean to skyscape, moving alongside MTA commuters as they travel from underground to above ground. Her digital collage and animation process mirrors the multilevel and multifunctional space of Fulton Center. Hundreds of layers of a wide range of media are embedded in each digital animation, including video, drawings, ink paintings and printmaking. With each airing of the artwork, every digital screen in Fulton Center offers glimpses into another world, a temporary escape from the daily commute into parallel, fantastical universes. As travelers move through the three levels of Fulton Center, they are presented with scenes of diverse landmasses and skies, interwoven with re-imagined environments on which acrobats, dancers and workers move. *EVEN WHILE THE DUST MOVES* provides MTA riders with a journey through expansive galaxies, ocean depths, and geological transformations as they venture onward to their next destination.

“Creating a site-specific video installation for the MTA Arts & Design Digital Art program at Fulton Center has been a dream project for me,” shared **Simona Prives**. She added that, “Making work that is viewable and accessible to commuters on a daily basis, and responding to such an interesting, multi-faceted public space, was incredibly inspiring. Plus, I got to collaborate with some wonderful people, including the Trapeze School of New York, which is located just a few blocks away, making this piece truly at home in Lower Manhattan. With its millions of intricate layers and wonderful virtual, local and international collaborations, making *EVEN WHILE THE DUST MOVES* really pulled me through the pandemic. My hope is that these animations add just a little bit of retrospection and wonderment to passersby.”

*EVEN WHILE THE DUST MOVES* is the eleventh digital artwork presented by the award-winning Digital Art program administered by MTA Arts & Design and will be on display at Fulton Center through winter 2021. The Westfield Fulton Center network synchronizes 44 LCD video walls, totaling more than 1,200 square feet and nine locations of LED screens, totaling more than 2,100 square feet. The MTA Arts & Design Digital Art program is presented with technical support from Westfield Properties and ANC Sports.

## **ABOUT SIMONA PRIVES**

Simona Prives is a visual artist based in Brooklyn New York. Having received her MFA from Pratt Institute, Prives creates animated collages that incorporate a variety of themes and materials. Her multi-media work is about locating ourselves in the built and natural environments at this particular moment in history. She explores themes that focus on the process of decomposition and reconstruction, the dialectic of growth and decay, and that examine our complex relationship between the organic and the man-made. She has been awarded multiple residencies and fellowships, including at Harvestworks, Vermont Studio Center, Santa Fe Art Institute, Scuola Internazionale di Grafica di Venezia and 4Heads. Prives' work has been shown in galleries throughout New York and the United States, as well as at China Arts Museum in Shanghai and in Tokyo, Japan. For more information about Prives' work, visit <https://www.simonaprives.com/>.

## **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 more than 350 commissions by world-famous, mid-career and emerging artists. Arts & Design produces Graphic Arts, Digital Art, photographic Lightbox 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  
Andrei Berman  
aberman@mtahq.org

### **CONNECT**

Instagram: @mtaartsdesign  
Twitter: @MTAArtsDesign  
Facebook: @MTAArtsDesign