



# Market Square Public Art

**For Immediate Release**  
May 1, 2018

**Contact:** Leigh White  
Pittsburgh Downtown Partnership  
(412) 606-9877  
[lwhite@downtownpittsburgh.com](mailto:lwhite@downtownpittsburgh.com)

## **BALL-NOGUES STUDIO BRINGS AMSTERDAM ISLAND TO MARKET SQUARE 'OTHER SIDE OF THE WORLD' INVITES PITTSBURGHERS TO EXPLORE NEW TERRAIN**

**2018 INSTALLATION TO OPEN THURSDAY MAY 3, 2018**

**Downtown Pittsburgh, PA** - The Public Art and Civic Design Division of the City of Pittsburgh, in collaboration with Pittsburgh Downtown Partnership and technical assistance from the Office of Public Art, present to the public the 2018 Market Square Public Art Installation. This work of art introduces Pittsburgh to Amsterdam Island, the most distant, nearly-opposite landmass from the city and region. The artwork, titled *Other Side of the World*, by internationally renowned Ball-Nogues Studio from Los Angeles, California, is an abstract representation of Amsterdam Island that visitors can explore and experience. The piece officially opens on May 3, 2018.

"The world is dotted with invisible places; places we never knew existed; places without names and stories that don't make it into guidebooks, literature, or the news. Representing them and giving them specificity can help us consider our biases, or rather, how we ascribe value to one place versus another. Amsterdam Island is farther away from Pittsburgh than any other habitable place on earth, it is literally the opposite side of the world. By exploring this unfamiliar locale — far from what we know and without using a lens of tourism, we can deepen our understanding of how we shape our own place in the world," said Benjamin Ball of Ball-Nogues Studio.

The artwork encourages viewers to think outside of the box and reflect on the world's vast geography, and consider the histories and stories of largely unknown places like Amsterdam Island. The fantastical elements of *Other Side of the World* endeavor to spark curiosity, imagination, and new perspectives among Pittsburghers.

"We believe that *Other Side of the World* is the perfect installation to kick off a season of free activities and events that enliven Market Square throughout the rest of the year," said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership. "We are thrilled to have the world-class talent of Ball-Nogues Studio bringing such an interesting concept to Market Square."

-MORE-

Located in the South Indian Ocean, Amsterdam Island is one of the most remote places on the planet. Positioned between Africa, Antarctica, and Australia, the island is part of a rich ecoregion, and boasts several endemic species such as the Amsterdam albatross. The landscape itself reveals an extinct volcano, craters, and vents amid the island's coastal cliffs, grasslands, and mostly undisturbed shores.

Discovered by the Spanish in 1522, explored by the Dutch, and claimed by the French in 1843, Amsterdam Island is now inhabited by only 25 French climate scientists. The island is an ecological haven where researchers can monitor CO2 concentration levels, study the impact of atmospheric contaminants, and observe the unique flora and fauna.

By creating *Other Side of the World* for Market Square, Ball-Nogues brings an unreachable locale to Pittsburgh. Comprised of a modular timber substructure, coated with desiccated rubber from recycled tires, and finished with a gradient of brightly colored rubber granules, *Other Side of the World* becomes a playful, vibrant, and physically accessible representation of Amsterdam Island that invites visitors into a warm and immersive experience.

Throughout the course of the installation complementary programming and on-site interpretation for *Other Side of the World* will be provided by the Office of Public Art. Please check [MarketSquarePublicArt.com](http://MarketSquarePublicArt.com) for more information.

####

#### **About Ball-Nogues Studio**

*Ball-Nogues Studio is an integrated design and fabrication practice operating in a territory between architecture, art, and industrial design, led by Benjamin Ball and Gaston Nogues. Their work is informed by the exploration of craft. Essential to each project is the "design" of the production process itself, with the aim of creating environments that enhance sensation, generate spectacle, and invite physical engagement.*

#### **About the City of Pittsburgh Public Art and Civic Design Division**

*This division promotes and ensures quality design of city-owned architecture, infrastructure, and landscape in order to create and enhance place-making by the inclusion of art and arts programming to reflect the city's history, diversity, and culture. The division performs three main functions: staffing of the City's Art Commission; conservation and maintenance of the City's collection of public artwork, monuments, and memorials, and the implementation of new commissions of public art and arts programs and initiatives on City property, citywide. For more information visit: [www.pittsburghpa.gov/dcp/public-art/](http://www.pittsburghpa.gov/dcp/public-art/) or contact Yesica Guerra, Public Art and Civic Design Manager.*

#### **About the Pittsburgh Downtown Partnership**

*Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt>. And "like" us on Facebook.*

#### **About the Office of Public Art**

*The Office of Public Art expands the range of possibilities for artists to engage communities through technical assistance, educational programs, commissions, and residencies in the public realm. Founded in 2005, we work with organizations and individuals, within the thirteen county regions of Southwestern Pennsylvania, in the public and private sector to facilitate the development of and information about public art. For more information, visit [publicartpittsburgh.org](http://publicartpittsburgh.org).*