

## FOR IMMEDIATE RELEASE

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### Holland Public Art and Sustainability Initiative Gets the “Green Light”

*Commissioned art installation will visually represent the neighborhood’s energy conservation efforts.*

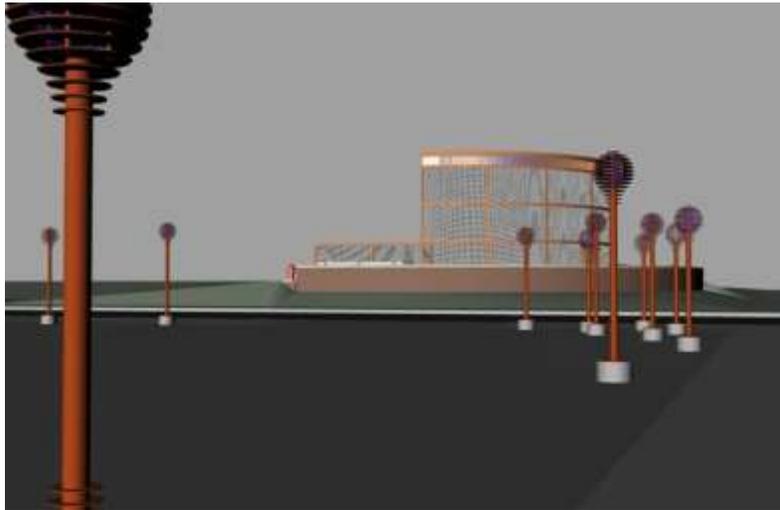
Minneapolis, MN (June 25, 2013) – The Center for Energy and Environment (CEE) is pleased to announce that we have commissioned Minneapolis sculptor **James Brenner** to create a public art project to represent energy conservation efforts in the Holland neighborhood. Known as the *NE Green Light Project*, the project will serve as a visual representation of how a community can inform an entire neighborhood about energy and inspire active participation in energy conservation. The sculptural installation will operate as a beacon to attract and inform the larger community, and serve as a catalyst to spur the community to action.



The project is part of CEE’s new **Art as Energy** initiative to support a public art project that raises awareness of the consequences of energy consumption and empowers behavioral change. Brenner’s project was selected by a jury including representatives from the Walker Art Center, The McKnight Foundation, Cuningham Group Architecture, and Creative CityMaking. Art as Energy was developed and facilitated with assistance from Forecast Public Art.

According to Sarah Schultz, Art as Energy jury member and Director of Education and Curator of Public Practice at the Walker Art Center, “the *NE Green Light Project* demonstrates the power of art to engage a whole community in the challenges we face today and inspires us to take action by making our collective efforts visible.”

## About the *NE Green Light Project*



James Brenner's installation consists of a core of six light sculptures ranging in height from 10 to 12 feet on the SE corner of the Edison High School parking lot at 22<sup>nd</sup> Ave and Quincy St. NE. Brenner will create them using steel, glass, fiber-optic lighting, and LED lamps. The light sculptures will be connected to a wireless data management system, and the color of the lamps will change to represent energy conservation data collected over time. He will begin fabrication this summer, and expects to complete the installation by October 2013.

## About the partners

**Center for Energy and Environment** is a Minneapolis nonprofit organization that promotes energy efficiency to strengthen the economy while improving the environment. **Holland Neighborhood Improvement Association (HNIA)** will play a major role in organizing community involvement with this project and raising awareness about the project's mission, largely through a unique "Medallion Public Arts Connector" (MPAC) initiative launched this spring.

The *NE Green Light Project* will be a central feature of a larger sustainability initiative currently being undertaken on the Edison High School campus. **Mississippi Watershed Management Organization (MWMO)** has committed \$1 million to undertake two significant stormwater recapture projects at the Edison parking lot and community gym, which will be implemented by **Stantec**, an international firm providing professional consulting services in planning, engineering, landscape architecture, environmental sciences, and project economics for infrastructure and facilities projects.

Further information about the *NE Green Light* project is available at <http://mncee.org/Innovation-Exchange/Projects/Current/NE-Green-Light-Project/>. Please contact Anna Jursik or Lisa Brock to set up interviews with James Brenner and/or representatives from CEE, HNIA, MWMO, or Stantec. Further information about HNIA's MPAC Initiative is available by contacting HNIA President Adelheid Koski.