



News

For Immediate Release

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Colossal Birds Fly to Garment District for the Winter

Flock of Massive Sculptures by the Myth Makers is the Next Public Art Installation on the Garment District Plazas

NEW YORK, January x, 2015 – The [Garment District Alliance](#) today unveiled *Avian Avatars*, a group of five enormous sculptures, each symbolizing a unique, mythical bird that will captivate New Yorkers and visitors on Broadway’s Garment District Plazas this winter.

Designed by the Myth Makers, Donna Dodson and Andy Moerlein, the exhibit will occupy the neighborhood’s pedestrian space on Broadway from 36th to 41st Streets in the Garment District through April.

“*Avian Avatars* is a spectacular installation that not only intrigues passersby with its impeccable structure, it also tells fascinating stories that embody the imaginative and creative culture of the Garment District,” said Barbara Blair Randall, president of the Garment District Alliance. “We are delighted to showcase the Myth Makers, and we are confident these imposing sculptures will be the most popular public art installation in New York City this winter.”

Crafted from maple saplings, wire ties and found objects, the sculptures stand from 18 to 26 feet tall, with each bird sharing a unique myth. *Avian Avatars* is meant to indicate transformation, encouraging the public to heed to the stories about current human impact on the changing natural world.

- *The Realist* represents the Red Tail Hawk, the most common of the raptors and a determined competitor, portraying the notion that everyone has a killer instinct, a desire to fly and an ambition to achieve their fifteen minutes of fame.
- *The Great Spirit* signifies an owl, a humble leader that embraces the strengths and weaknesses of humanity and inspires from a spiritual perspective.
- *The Scold* symbolizes a crow, a raucous chatterbox and gregarious gadfly that holds a strong opinion.
- *The Tourist* portrays the Victoria Crowned Pigeon, a lively bird that is drawn to the vibrant character of the city and strives to shape culture with its spontaneous personality.
- Representing a falcon, *The Taste Maker* is an idealist, a philosopher and an opinionated vocalist with a social vision.

The collaboration between Donna Dodson and Andy Moerlein is born from a mutual love of the wild, taking inspiration from events in the natural world and the mysterious nature of animals. Both artists have presented public work throughout the world in unusual locations and familiar haunts, and their affection for site specificity and working with an audience is evident in this series of monumental sculptures.

With a Bachelor of Arts degree from Wellesley College, Donna has been honored with solo shows nationwide. She regularly contributes articles to newspapers, magazines and blogs that demonstrate the economic impact and global reach of the arts sector. Donna has participated in various exhibitions including the Verbier 3D Foundation's Artist Residency and Sculpture Park in the Swiss Alps, the Fountain Art Fair NYC in the historic 69th Regiment Armory Building, a residency in Cusco Peru at the Escuela de Bellas Artes, and she has been invited back to Qorikancha in Cusco Peru to participate in a residency with Andy Moerlein as the Myth Makers this year.

An arts advocate, gallery director and educator for over 30 years, Andy's work has been displayed in art museums, sculpture gardens and private galleries from Alaska to New York. He has participated in various exhibitions including the Verbier 3D Foundation's Artist Residency and Sculpture Park in the Swiss Alps, he was the Artist in Residence at the Fruitlands Museum in Harvard, Massachusetts, and he worked in residence in Cusco Peru and produced work for exhibitions at the Qorikancha Museum. With a Bachelor of Arts Degree from Dartmouth College and a Master of Fine Arts Degree from Cornell University, Andy has been a teacher and gallery director at the Derryfield School in Manchester, New Hampshire, for 15 years.

Avian Avatars is the latest in the ongoing Garment District Art on the Plazas series of public art installations, which has also included *Sidewalk Catwalk*, *Tour de Fashion*, *Figurations*, *Broadway Green*, *Five Elements* and, most recently, *The Sentinels*.

Garment District Art on the Plazas is made possible through [Arterventions](#), part of the Department of Transportation's [Art](#) Program. The Garment District Alliance and DOT work closely to coordinate the exhibit and install the pieces, which enhance the public plazas and make them even more welcoming to New Yorkers and visitors alike.

The Garment District is home to thousands of people working in the "creative economy," including fine and performing artists, designers, architects, photographers and more than a hundred theaters, galleries, performance spaces and studios.

Please direct media inquiries to Jennifer Passaretti of The Marino Organization at 212-889-0808 or Jennifer@themarino.org. For more information on the Garment District Space for Public Art, please visit <http://www.garmentdistrictnyc.com/art-design/>.

About the Garment District Alliance

The **Garment District Alliance (www.garmentdistrictnyc.com)**, formerly the Fashion Center BID, is a not-for-profit corporation established in 1993 to improve the quality of life and economic vitality of Manhattan's Garment District. Through programs in the areas of streetscape improvements, sanitation and public safety, marketing and promotions, economic development, and community service, the Garment District Alliance supports the neighborhood's transformation into a modern, 24/7 destination for dining, nightlife, hotels and unique office space. For more information on the Garment District Alliance's many art initiatives, please visit <http://www.garmentdistrictnyc.com/art-design/>.

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