**FIGMENT NYC WEEKEND ---- PRESS PACKAGE EXAMPLE**

Thanks so much for coming out to our 2012 FIGMENT NYC Weekend! Below you will find the answers to most of your questions/fact checks. If, after reading this document, you still have any questions, please do not hesitate to contact us!

**FIGMENT Weekend stats**

* **What**: 2012 FIGMENT NYC Weekend
* **When**: Saturday, June 9 and Sunday, June 10 from 10AM-7PM
* **Opening ceremony**: Saturday June 9 at 11AM on Parade Ground / Sculpture Garden, TreeHouse and Minigolf Area
* **Where**: Governors Island, NY Harbor
* **Visitors 2011**: ca. 25,000
* **Projects & artists 2012**: over 200 registered projects in any conceivable medium

For a preview of highlighted projects, with their event location, please see pages 3 and 4, under **“Preview 2012 artists and projects”**

* **How much**: Free! FIGMENT is a non-commercial, free event
* **Season-long exhibits June 9-September 23**: FIGMENT Interactive Sculpture Garden (10 sculptures); FIGMENT TreeHouse; FIGMENT artist-designed Minigolf Course (9 holes). For more information on our season-long exhibits, see <http://newyork.figmentproject.org> under “Special Exhibitions”

**What is FIGMENT?**

FIGMENT is a free, family-friendly participatory arts event held in multiple cities and attracting tens of thousands of participants each year. FIGMENT is an explosion of creative energy, a celebration of participatory art and culture where everything is possible. FIGMENT celebrates an abundance of creativity and passion, challenging artists and our communities to find new ways to create, share, think, and dream.

FIGMENT’s vision for art looks past the white-walled galleries and into the realm of participation. Art is not just something that you stand still and quietly look at–it is something you participate in. You touch it, smell it, write on it, talk to it, dance with it, play with it, learn from it. Interactive art creates a dynamic collaboration between the artist, the audience and their environment.

Currently in its sixth year, FIGMENT is a non-commercial, de-commodified, environmentally-responsible event. Nothing is sold at FIGMENT and no one makes a profit. There are no corporate sponsors.

**Or, for poets:**

At FIGMENT, we invite you to make something, create something... Something that gets people to interact, to participate and collaborate with what you bring and with each other.   
You can be a professional artist, an inspired amateur, a maker, a doer, a poet, a visionary, a novice, a beginner, an expert, a dreamer, a thinker... When you have something you want to share with the world, FIGMENT is the perfect place to start doing just that.   
Your FIGMENT project can be anything... A game, an experiment, a request, a challenge, a guided meditation, a performance based on audience input, a sculpture that moves or responds, a heart-stopping technological innovation that changes the way we see the world… Anything that gets people working and playing and creating together.

We believe that when we can get people interacting with one another, talking to each other, creating and sharing experiences together, we are building important connections, weaving social fabric, creating community. And that leads to all kinds of amazing things… Personal and social transformation, unprecedented opportunities for sharing, learning, growing, thriving… Evolution of us as people and our society as a whole.

And it all starts with you  
And what you have to share

**Background**

FIGMENT began in July 2007 as a free, one-day participatory arts event on Governors Island in New York Harbor with over 2,600 participants. Since then, FIGMENT has grown significantly each year. In 2012 FIGMENT hosts events in 7 cities: Jackson (MS), NYC, Boston, Detroit, Pittsburgh, Cedar Rapids (IA), and Washington DC, as well as the interactive exhibits on NYC’s Governors Island from June through September.

**FIGMENT in so many words**

*In 1 word FIGMENT is:* Free; Participatory; Inclusive; Creative; Community-building; Public; Imaginative; Welcoming; Catalyzing; Uplifting; Energetic; Active; Collaborative; Interactive; Fun; Unexpected; Organic; Experimental

*In 5 words FIGMENT is:*An Annual Celebration of Creative CultureA Participatory Arts Event for EveryoneA Meeting Point for Artists and ParticipantsAn Explosion of Imagination and CreativityA 25,000-30,000 Person Collaborative Art ProjectA Community-Based Social FrameworkA Laboratory for Governors Island’s Future An Experiment in Grassroots Community

*In 1 sentence FIGMENT is:*FIGMENT is a free participatory arts and creative culture event in Jackson, MS April 28-29, on NYC’s Governors Island June 9-10, on Detroit’s Belle Isle July 21-22, on Boston’s Rose Kennedy Greenway July 28-29, and in Washington DC September 29, with season-long exhibitions on NYC’s Governors Island June 9 through September 23.

FIGMENT provides an open forum for every type of artist, helps build a creative community, and fosters participatory and public art and creative culture of every sort.

FIGMENT demonstrates what the arts can be: participatory, bursting with creativity and completely free, born from the desire to share imagination and invention between artists and the public.

FIGMENT NYC invites urban residents to enjoy beautiful urban green spaces. NYC’s Governors Island is a beautiful natural setting and fantastic repository of the city’s history, yet it is practically unknown by those who live and work just minutes away.

**Preview 2012 artists and projects**

For our 2012 event FIGMENT welcomes over 200 registered projects in any conceivable medium: installations, performances, music, games, experiments, requests, challenges, guided meditations, workshops, sculptures that move or respond, heart-stopping technological innovations that change the way we see the world…

For all registered projects, see:   
<http://newyork.figmentproject.org/figment-nyc-2012/figment-nyc-2012-artists-projects/>

See below for a preview of 2012 projects with placement (see attached MAP for visual!):

***Peace Parade* by Creation Nation (a project of the Barat Foundation) and PEACE MUSEUM NY**Groups, individuals, families, choirs, communities, musicians, kazoo orchestras, bicycle bell ensembles, puppeteers, artists, Vikings, pirates, whirling dervishes, marching bands, dancers, roller derby teams, mermaids, clowns, Buddhist monks, belly dancers, bag pipers, baton twirlers, hula hoopers, park rangers, leaders, followers and all positive peace makers are invited to march around the 2.2 mile perimeter of Governors Island with banners, flags, puppets, props, costumes, instruments and creations of all kinds to celebrate the power of art and community as peace building tools and to support the vision of Governors Island as a peaceful and public space for all.  
*LOCATION/TIME: Roving Start Point (near Fort Jay entrance) / Parade Ground, Sunday 2PM*

***‘Til Death Do You Part – MARRY YOURSELF!* by The House of St. Eve**"‘Til Death Do You Part – MARRY YOURSELF!" is a one-on-one installation and performance piece where you marry yourself (not someone else). Guided by the artists – The Encouraging Priestess and her Host-Guides – in a quickie, Lost-Vegas parody of a non-denominational marriage ceremony, one finds the power of vows amidst the characteristic wedding fuss. Wedding photos and rings to keep, costumes to borrow and multiple-choice vows are only the beginning.  
*LOCATION/TIME: Fort Jay Courtyard, Sat and Sun all day*

***The Hero’s Journey* by Ben Wood**The roles are all cast for this interactive epic adventure—all except for the heroes themselves. Fortunately, as the Royal Prophecy states, FIGMENT is the time for destined heroes to emerge and save the world! They will lead an adventuring party of warriors, wizards, masters and sages on a quest to defeat the evil warlock, rescue the royal family, and restore the kingdom to peace and prosperity. "The Hero’s Journey" is an interactive epic quest influenced by the works of Joseph Campbell. His theory of the monomyth—the one archetypal quest within all quests—combines elements from legends and folklore the world around.  
*LOCATION/TIME: Roving Start Point (near Fort Jay entrance), Saturday: 10:25AM / 11:55AM; Sunday: 10:25AM / 11:55AM*

***Silk Sensations* by Janice Patrignani**“Silk Sensations” is an interactive workshop − inspired, choreographed and surrounded by nature − to produce a dynamic, outdoor exhibition. FIGMENT visitors are invited to draw and paint on silk banners suspended to create a maze-like ambience of color and movement, an interactive outdoor installation, to waft and shimmer amongst trees. As they are completed, new banners made by this year’s FIGMENT visitors are added to the three-dimensional labyrinth of flowing color begun at FIGMENT 2011.  
*LOCATION/TIME: Waterfront (C-4), Sat and Sun all day*

***ENDURE: A Run Woman Show* by Melanie Jones/Collision Productions**"ENDURE: A Run Woman Show" is a site-specific work of interactive, immersive audio theatre written, created and performed by Canadian-born, Brooklyn-based artist, Melanie Jones. "ENDURE" tells the story of one woman’s marathon – an endurance test that is both athletic and personal – through athletic dance-theatre performance, a dreamlike soundtrack and writing that is at once poetic, raw, salty and comical. As intensely dramatic as it is wittily observational, "ENDURE" invites audiences into the mind and body of a marathoner in an intimate and rarely seen portrait.  
*LOCATION/TIME: Nolan Park (B-1), Saturday: 3:00PM; Sunday: 3:00PM*

***The Intergalactic Travel Bureau* by Guerilla Science**Where would you like to go? The windswept red plains of Mars, to dig for signs of life? One of Jupiter’s 64 moons, to take Polaroid snaps of the swirling red storms of its atmosphere? Or, for a shorter trip on a tight budget, the scorching surface of Venus to sunbathe under acid rain filled skies? Our savvy agent is here to book you the best deal to the holiday of your dreams – don’t forget to send a postcard home.  
*LOCATION/TIME: Parade Ground (B-2), Sat and Sun all day*

***Touch (Off the Grid)* by Hannah Lamar Simmons**TouchLights are a series of participatory public street installations initiated by paperJAM. Formations of TouchLights are adhered as temporary sites of interaction along public walkways, activating and illuminating paths otherwise obstructed, dormant, or poorly lit. "Touch (Off The Grid)" consists of a large grid of TouchLights, mounted on board and wired to solar batteries – effectively "off the grid" – engaging the FIGMENT principles of participation, self-expression, civic responsibility, leave no trace, and immediacy. The piece is open for activating play and constant change at the hands visitors. Participants press the lights, turning them on and off to create patterns of illumination.   
*LOCATION/TIME: Fort Jay (C-3), Sat and Sun all day*

***Open Heart* by Kim Holleman**"Open Heart" is a large-scale outdoor installation set up across a field of grass, where viewers can move through ropes and stanchions rendered like a gigantic human heart. Filming from above, a video will be created to show the action of visitors moving through the installation. The video documents the work as it becomes a living human illustration, wherein visitors become like blood cells flowing through an open heart.  
*LOCATION/TIME: Fort Jay Courtyard, Sat and Sun all day*

***The ICE Machine* by Pilar Zimmermann**"The ICE Machine" is a steel sculpture that GROWS ICE perpetually regardless of the temperature of its surroundings. It is a self-contained art machine that produces a freeze and thaw cycle, which makes the sculpture change showing water and ice in its various states. Participants watch ice forming and can interact with the frozen form during FIGMENT.  
*LOCATION/TIME: Nolan Park (C-1), Sat and Sun all day*

***FYlanges* by Justin Fabrikant**“FYlanges” is a relatively large installation made of packing foamto dive into, sit or lie on, stroke... It provides several opportunities for sitting and lounging, and reacts to touch and wind. “Fylanges” is something that participants will want to jump in, sit on, and relax with for an extended period of time. The novel experience of sitting in a field of packing-foam is provocative and exciting. The development of the project focused heavily on material efficiency. The artists achieved about 95% material efficiency. The installation is fully recyclable as well, but they’d like to keep it around for as long as possible!  
*LOCATION/TIME: Parade Ground (B-2), Sat and Sun all day*

These are just a few over 200 artists and performers that will be part of FIGMENT this weekend. We have multi-disciplinary stages in Nolan Park, Parade Grounds, and Colonel’s Row in addition to the individually mapped projects.

**Questions? Contact us!**

You can find all this info and more on our FREE app and our website newyork.figmentproject.org.

If you have any more questions, please feel free to contact us!

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**Donate**

FIGMENT is completely FREE to artists and participants thanks to grants and donations. If you enjoy FIGMENT, and share our belief in the importance of free cultural experiences for everyone, please make a tax deductible donation at the link below, or put a donation in a donation box at the event. Or, if you have a credit card, ask anyone in a FIGMENT T-shirt where you can make a credit card donation. FIGMENT only exists because of individual donations from people like you. No amount is too small.

**Donate to FIGMENT:** [**figmentproject.org/donate**](http://figmentproject.org/donate)

[ALWAYS INCLUDE THIS BLURB IN ANY AND ALL COMMUNICATIONS! NOTE: THIS IS THE BLURB FOR 2013]

FIGMENT is a 501(c)(3) not-for-profit organization entirely funded by grants and individual donations. FIGMENT accepts no corporate sponsorship of any kind. FIGMENT is supported by public funds from the National Endowment of the Arts and the New York City Department of Cultural Affairs, in partnership with the City Council, as well as by the Fund for Creative Communities, supported by the New York State Council on the Arts and administered by the Lower Manhattan Cultural Council. FIGMENT Boston is produced with support from the Rose Kennedy Greenway Conservancy, the designated stewards of the Rose Kennedy Greenway and site of FIGMENT Boston. FIGMENT Jackson is produced with support from the Greater Jackson Arts Council.   FIGMENT Geelong is produced in partnership with Diversitat, our local auspice agency, and is supported by City of Greater Geelong through its Community Festivals Grant Program.