

FOR IMMEDIATE RELEASE

HIGH LINE ART PRESENTS

KIM BECK

THE SKY IS THE LIMIT/NYC

**MESSAGE FROM ADVERTISING BILLBOARDS ARE MARKED IN THE SKY ABOVE
THE HIGH LINE**

ON VIEW BETWEEN 4:00 AND 7:00 PM ON OCTOBER 9, 2011



Image Credit: Courtesy of the artist and Friends of the High Line

New York, NY (September 28, 2011) – High Line Art, presented by Friends of the High Line, is pleased to announce Kim Beck’s *The Sky is the Limit/NYC*, an extension of *Space Available*, the artist’s sculptures on rooftops along the southern end of the High Line. *The Sky is the Limit/NYC* will be on view beginning at 4:00 PM on Sunday, October 9, 2011. In the case of inclement weather, the work will be on view on Monday, October 10, 2011.

The Sky Is the Limit/NYC consists of fleeting messages from advertising billboards and storefront signage written by a skywriting plane. Phrases like “Last Chance” or “Now Open” will gradually unfold, and then fade back into the air, inviting viewers to interpret the language in their own unique way. With the current uncertainty in the economy, *The Sky Is the Limit/NYC* is intended to play upon universal longings for hope and change by engaging the most potent symbol of longing in the landscape: the sky.

“In the Wizard of Oz, the Wicked Witch of the West writes ‘Surrender Dorothy’ in the sky,” says Beck. “*The Sky is the Limit/NYC* echoes this vague threat, in this case of a double-dip recession, while using the media of smoke to create a drawing in the sky.”

About the Artist

Beck divides her time between New York, NY and Pittsburgh, PA where she is an Associate Professor of Art at Carnegie Mellon University. Her work has been exhibited in solo and group exhibitions at the The Andy Warhol Museum, Pittsburgh Center for the Arts, Hallwalls Contemporary Art Center, Carnegie Museum of Art, Walker Art Center, Mattress Factory, and Socrates Sculpture Park, among other venues. She is the recipient of numerous awards and fellowships including the Publishing Program for Emerging Artists at Printed Matter, and a Pollock-Krasner Foundation grant. Her work is included in such public collections as the Carnegie Museum, Denver Art Museum, and Memphis Brooks Museum. Beck holds an MFA from Rhode Island School of Design and a BA from Brandeis University. Her upcoming solo show at Mixed Greens opens on October 13 and run through November 12, 2011.

High Line Art

High Line Art is a program presented by Friends of the High Line that commissions innovative, temporary, and site-specific artworks to provide park visitors with a unique and enriching experience and introduce contemporary artists to a wide audience. More than five million visitors have come to the High Line since the first section opened in 2009.

About the High Line and Friends of the High Line

The High Line is a public park built on an historic freight rail line elevated above the streets on Manhattan's West Side. It is owned by the City of New York, and maintained and operated by Friends of the High Line. Founded in 1999 by community residents, Friends of the High Line fought for the High Line's preservation and transformation at a time when the historic structure was under the threat of demolition. It is now the non-profit conservancy working with the New York City Department of Parks & Recreation to make sure the High Line is maintained as an extraordinary public space for all visitors to enjoy. In addition to overseeing maintenance, operations, public programming, and public art for the park, Friends of the High Line works to raise the essential private funds to support more than 90 percent of the park's annual operating budget, and to advocate for the preservation and transformation of the High Line at the Rail Yards, the third and final section of the historic structure, which runs between West 30th and West 34th Streets.

Support

This High Line Art Commission is presented by Friends of the High Line and the New York City Department of Parks & Recreation. High Line Art Commissions are made possible by Donald R. Mullen, Jr., with additional support from Vital Projects Fund, Inc. This program is supported, in part, with public funds from the New York City Department of Cultural Affairs in partnership with the City Council and from the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

For more information about High Line Art please visit www.thehighline.org/art.

Please check the Facebook and Tweeter pages of Friends of the High Line for the weather updates.

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