

artsBrookfield25

ART SET FREE

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What: *SMILE! A Photo Anthology by VII*, an exhibition commissioned by Arts Brookfield celebrating one of life's most basic yet complex reactions.

Select artists are also participants in *Art Set Free*, Arts Brookfield's unprecedented global initiative to celebrate free public art on the occasion of its 25th anniversary,

When & Where: April 4th – May 1st
Daily, 8am – 6pm
Brookfield Place Winter Garden, 220 Vesey Street

Presenter: Arts Brookfield

Website: <http://artsbrookfield.com/event/smile-a-photo-anthology-by-vii>

Cost: FREE



Photos: <http://imgur.com/a/fb79S>

THE POWER AND UNIVERSALITY OF THE SMILE IS CELEBRATED

IN OVER 80 PHOTOGRAPHS AT FREE EXHIBITION AT BROOKFIELD PLACE WINTER GARDEN

Commissioned by Arts Brookfield, SMILE! features the work of photojournalists from acclaimed VII Photo Agency

New York, NY (March 4, 2014) – The smile, one of life's most basic and primary expressions, will be the centerpiece of a free exhibition at Brookfield Place Winter Garden this April featuring over 80 photographs of people from around the world smiling in situations ranging from family celebrations to moments of relief found in war zones.

Commissioned by Arts Brookfield, ***SMILE! A Photo Anthology by VII*** showcases the work of VII Photo Agency, a cooperative made up of 20 of the world's leading photojournalists. Select artists are also participants in *Art Set Free*, Arts Brookfield's unprecedented global initiative to celebrate free public art on the occasion of its 25th anniversary,

Exploring the complexities of a seemingly simple emotion, *SMILE!* takes visitors on a visual global journey – from a joyous celebration marking the end of hostilities in Kosovo to fans rocking out at a Justin Bieber concert in Switzerland. The images in this collection were selected by Ed Kashi and Ron Haviv, members of VII, culled from work produced over a 30-year span.

"The photos in this exhibition reveal the universal nature of a smile" said Debra Simon, Vice President and Artistic Director of Arts Brookfield. "Arts Brookfield is extremely proud to work with the VII Photo Agency on a project that is sure to resonate on a personal level with all visitors. We are also thrilled to have many of these talented artists join *Art Set Free* by contributing their work to our global showcase."

"As individual photojournalists, we often frown upon the smiles in our photographs" said photojournalist and member of VII Ed Kashi. "And yet, shown together as a group, these smile photographs reveal the astonishing range of human behavior."

Guests at *SMILE!* are encouraged to not only explore the universality of a smile but to share one of their own. Visitors – as well as remote fans – can submit a personal smile photo via Instagram or Twitter using the hashtag #sharemysmile and answering the prompt "Why do you smile?" In addition to guest photos being added to the gallery on-site (and online at ArtsBrookfield.com), VII photographers Ron Haviv and Ed Kashi will choose their favorite image to win a signed copy of *Questions Without Answers: The World in Pictures by the Photographers of VII*.

Visitors to the exhibition are also invited to join the artists featured in *SMILE!* and participate in *Art Set Free*, the global arts showcase that Arts Brookfield launched in October 2013 to celebrate its 25th anniversary. *Art Set Free* offers the opportunity for artists of any level anywhere to have their work presented to an international audience on ArtsBrookfield25.com and at Brookfield's premier office properties in New York, Los Angeles, Denver, Houston, Toronto, Perth and Sydney. To participate in *Art Set Free*, artists capture their work in a photo, video or audio recording; and then share it on [Facebook](https://www.facebook.com), [Twitter](https://twitter.com) and/or [Instagram](https://www.instagram.com) with the hashtag #artsetfree.

Since its launch, *Art Set Free* has collected over 4,000 works of art from over 900 artists worldwide. To learn more about Arts Brookfield and *Art Set Free*, visit <http://ArtsBrookfield25.com/>.

The *SMILE!* exhibition continues Arts Brookfield's legacy as a leading presenter of free visual arts in New York City.

About VII

VII Photo is the world's preeminent agency representing contemporary photojournalists. Created in 2001 by seven leading photojournalists, VII today represents 20 award-winning 'visual storytellers' working in both stills and motion. Representing a range of experience and talents, this unique agency exists to support its members in producing images of the highest quality and journalistic integrity that inform the world of significant social, political, cultural and religious movements, and encourage positive change in societies.

The photographers represented in this exhibition are:

Lynsey Addario
Marcus Bleasdale
The Estate of Alexandra Boulat
Stefano De Luigi
Jessica Dimmock
Ashley Gilbertson
Ron Haviv
Jocelyn Bain Hogg
Ed Kashi
Gary Knight

Antonin Kratochvil
Joachim Ladefoged
Davide Monteleone
Christopher Morris
Franco Pagetti
Stephanie Sinclair
John Stanmeyer
Anastasia Taylor-Lind
Tomas van Houtryve
Donald Weber
Sim Chi Yin

About the Curators

Ed Kashi

[Ed Kashi](#) is a photojournalist, filmmaker and educator dedicated to documenting the social and political issues that define our times. A sensitive eye and an intimate relationship to his subjects are signatures of his work. As a member of VII Photo Agency, Kashi has been recognized for his complex imagery and its compelling rendering of the human condition.

Ron Haviv

Award-winning photojournalist [Ron Haviv](#) has produced images of some of the most important conflict and humanitarian crises that have made headlines around the world. Numerous museums and galleries have featured his work, including The Louvre, United Nations, and The Council on Foreign Relations. Co-founder of the photo agency VII, his work is published by magazines worldwide

About Arts Brookfield

Arts Brookfield presents exciting, world-class cultural experiences to hundreds of thousands of people for free each year in both indoor and outdoor public spaces at Brookfield's premier office properties in New York, Los Angeles, Denver, Houston, Toronto, Perth and Sydney. From concerts, theater and dance to film screenings and art exhibitions, Arts Brookfield brings public spaces to life through art.

Now through December 2014, Arts Brookfield celebrates its 25th Anniversary through an interactive initiative, *Art Set Free*. The public is invited to submit original artworks of all kinds for digital display at Brookfield's office properties around the globe and on www.ArtsBrookfield25.com.

About Brookfield Place

Brookfield Place is being transformed into a curated shopping and dining destination in Lower Manhattan as part of a \$250-million renovation. In Spring 2014, Hudson Eats will open, offering a curated collection of chef-driven fast-casual dining from restaurants such as Dos Toros, Sprinkles, Umami Burger, Mighty Quinn's and Dig Inn. Designed by AvroKO, the 30,000-square-foot space will provide seating for up to 600 guests with expansive views of the Hudson River. Within the year, Le District, a 25,000-square-foot French-inspired marketplace operated by downtown hospitality group HPH will open along with leading fitness club Equinox. In 2015, five critically-acclaimed restaurants, including Parm, will provide table service and al fresco dining. The final addition of world-class luxury houses Hermès, Salvatore Ferragamo and Ermenegildo Zegna and top fashion brands Calypso St. Barth, Theory, Michael Kors. Diane von Furstenberg and Scoop in the spring of 2015, will revolutionize the luxury shopping experience in New York City.

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