



**For immediate release**

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## **Boston Cyberarts Partners with Boston Properties to Present Innovative New Media Art at Atlantic Wharf**

BOSTON, Mass. -- **Boston Cyberarts**, Inc. is proud to announce it has been awarded a year's contract to program new media, electronic music, dance and performance art in Boston Properties' newest development, **Atlantic Wharf**. The Boston Cyberarts Gallery at Atlantic Wharf will open on April 22, kicking off the Boston Cyberarts 2011 Festival. Located on Boston's Fort Point Channel with frontage on both the Rose Kennedy Greenway and historic Boston Harbor, Atlantic Wharf is a mixed-use development that includes a 31-story office tower, over 30,000 square feet of retail and public spaces, 86 residential units and a public waterfront plaza.

Atlantic Wharf, located at 530 Atlantic Avenue, will become CyberartCentral for the 2011 Boston Cyberarts Festival (April 22 - May 8), the first and largest celebration of artists working in new technologies in all media in North America, encompassing visual arts, dance, music, electronic literature, web art and public art. A special exhibition, *BEHOLD: Sight in New Media*, will take place in the gallery, as well as music and dance performances; and a visitor center with volunteer docents, maps, festival guidebooks and merchandise.

Boston Cyberarts will organize three exhibitions over the course of the year in a dedicated gallery space located on the first floor of Atlantic Wharf. New media will be on display throughout Waterfront Court, a spacious atrium area on the first level of the Waterfront Building. Partnering with music and dance organizers **Dan Hirsch**, former music programmer for the MFA and more recently ArtsEmerson, and **Alissa Cardone**, organizer and choreographer with Critical Moves and Kinodance, Boston Cyberarts will execute three music and three dance performances over the year's program for the second floor presentation area, atrium and Waterfront Plaza.

Boston Cyberarts Director **George Fifield** says, "We are proud to be a part of Atlantic Wharf's inaugural year of public art programming and excited, through this partnership,

to bring high-quality innovative new media art to downtown Boston."

Headquartered at the new CyberartCentral at Atlantic Wharf, the 2011 Boston Cyberarts Festival will take place at museums, galleries, schools and public spaces throughout Greater Boston.

For further information, contact the Cyberarts office at **617.524.8495**, [info@bostoncyberarts.org](mailto:info@bostoncyberarts.org), or visit [www.bostoncyberarts.org](http://www.bostoncyberarts.org).

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*Cyberart encompasses any artistic endeavor in which computer technology is used to expand artistic possibilities - that is, where the computer's unique capabilities are integral elements of the creative process in the same way that paint, photographic film, musical instruments, and other materials have always been used to express an artist's vision. The Boston Cyberarts Festival, launched by George Fifiield in 1999 with seed funding from the Massachusetts Cultural Council, is the only Festival in the world that encompasses all art forms, including both visual and performing arts, film, video, electronic literature, public art, and web art.*

*Boston Cyberarts is grateful for the support of many generous individuals and institutions, including the John S. and James L. Knight Foundation, New England Foundation for the Arts, IBM, the Massachusetts Cultural Council, ArtsBoston and the Trust for Mutual Understanding. Boston Cyberarts is proud to be a partner with Boston Properties and Atlantic Wharf.*



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