

# DNA

## **RAREculture: MGM Springfield Project Description**

RAREculture, renowned New York-based hospitality art curator, has collaborated with MGM Resorts International - outfitting their newest resort in Springfield, MA with spectacular site specific works of art. Working closely with MGM's internal design team, RAREculture has created innovative design elements throughout the new resort and casino. Starting with the interiors and restaurants to the entryway and lobby guests are greeted by two permanent installations commissioned by notable artists Jeppe Hein and Mia Pearlman. Deeply inspired by Springfield's local history, RAREculture has incorporated artistic elements and influences from historical natives, including Dr. Seuss and Emily Dickinson throughout the resort. In the guestrooms, bespoke silk screen prints were created for the bedding, framed historic photography adorns the guest baths, and custom wall coverings were created to mimic the rugs.

### **Bench of Expectation**

Inspired by literary marvel and Springfield native Dr. Seuss, Danish artist Jeppe Hein was commissioned to create *Bench of Expectation* - an abstract, sculptural bench which is situated between the new buildings and the Armory.

"My *Bench of Expectation* for the MGM Springfield project is intended as a chain link, binding together the new buildings in a knot-like shape. In some places the bench sinks into the ground, while at the same time, growing out of it somewhere else, thus creating the impression of being connected underground.

The bench offers a place to sit and a back to lean on, but unlike usual benches, this consists of elongated, tilting, winding, rapidly rising or falling lines of seating with high arches and sharp bends or loops. With all of these modifications, the bench not only offers an opportunity to sit down and relax, but it also promotes conversation between users and viewers, giving the piece active characteristics and social qualities.

It was a huge pleasure to be able to work on the artistic identity of this area in cooperation with the team of MGM and RAREculture and I hope we created a unique attraction people will also remember long after they have left the place." - Jeppe Hein

Hein's work explores and invites human interaction. He uses the element of play to build ease between strangers, creating a space in which they can communicate. His work invites the viewers to interact with it, creating a level of familiarity between both the art, and the viewer, as well as between the viewers themselves. Hein is particularly noted for his public art works where he aims to create new environments by altering familiar objects, such as a bench. His benches have been installed in Brooklyn Bridge Park, NY, Southbank Centre, London, Copenhagen, Denmark, Auckland, New Zealand and Kortrijk, Belgium.

### **The Flying Tidings Whirled**

RAREculture commissioned Brooklyn-based artist Mia Pearlman's MGM Springfield installation, *The Flying Tidings Whirled*, a site specific, water jet cut aluminum sculpture suspended in the hotel's

entryway. The title of this artwork is drawn from an Emily Dickinson poem about a summer storm in Springfield, and its abstract forms evoke the tornado which made such an impact on the city and led to the creation of MGM Springfield.

The upward swirling movement of *The Flying Tidings Whirled* draws people through the entrance to the hotel and into the lobby which is both dramatic and uplifting, transforming a terrible event into a graceful welcome. As you walk through the space, the sculpture looks and feels different from every angle, delighting visitors with its complex combination of forms.

"I was very intrigued when I learned that MGM wanted a sculpture that would reference this catastrophic event in Springfield's history, and the artistic challenge of doing that in the context of a fun and relaxing casino resort. Too somber and it becomes a memorial, too light and it could feel insulting to the memory of those who were affected by the tornado. I hope that this work of art honors the people of Springfield and helps revitalize this charming city. It was a pleasure to work with RAREculture and MGM on this ambitious project and am grateful to the many people who worked so hard to make it a reality." "I'm honored to have been given the opportunity to make a new sculpture for the MGM Springfield, and for everyone who comes in contact with *The Flying Tidings Whirled*." - Mia Pearlman

For the past twenty years, Pearlman's work has focused on themes of chance, transformation and the passage of time. She is inspired by natural forms such as clouds, waves and geological formations, as well as Chinese and Japanese screen printing and the Italian Baroque. Known for her ephemeral site-specific cut paper installations, her permanent commissions in steel and aluminum also begin as paper shapes intuitively cut and formed by the artist before they are translated into metal. Pearlman's previous public installations include a steel and aluminum sculpture for Liberty Mutual's headquarters in Boston, and stainless-steel window screens for the 80th Street subway station in Queens, NY.

### **About RAREculture**

RAREculture creates custom hospitality art programs that enriches the visitor experience and elevates the overall brand story. Curating from their deep, international network of artists and artisans, RAREculture works to conceive a unique and tailored narrative around each property. RAREculture's internal design team is engaged; from conceptualization and planning to execution logistics and installation, lending their expertise in site planning, architectural details and interior design. Working across multiple scales, from large exterior installations, involving building facades and landscapes to intimate guest rooms, RAREculture commissions custom works that are grounded in a sense of place and often historically and culturally anecdotal, providing a rich, holistic and entertaining experience. RAREculture partners with top designers, hospitality groups, real estate owners and developers for niche properties around the globe, such as The Four Seasons, Marriott/Starwood, St. Regis and The Mandarin Oriental. RAREculture has worked with such artists as Etienne Moyat and Pat Vale.

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