



FOR IMMEDIATE RELEASE

May 14, 2014

**Arterventions: There Goes the Neighborhood
Closing Celebration
Friday, May 16th, 2:00-2:30pm
Staten Island Ferry Terminal**

STATEN ISLAND, NY - In an effort to encourage ferry riders to explore beyond the Staten Island terminal and into St. George, the NYC Department of Transportation's Urban Art program partnered with Staten Island Arts to commission a local artist to create a banner for an underused pedestrian walkway. New Brighton resident Lisa Dahl designed the site-specific banner, entitled *There Goes the Neighborhood*, to help fill the 60-foot expanse that leads to the kiss-and-ride parking lot, with access to the future Lighthouse Museum site and pier beyond. Using bright colors to depict a lush neighborhood scene photographed from a local street, the banner converts a nondescript concrete wall below an overpass into a more inviting space.

By simplifying the recognizable form of a house, Dahl explores the traditional ideas we attach to home ownership as well as what these buildings evoke for us. To make this work unique to its location, she purposefully chose a predominance of orange to pay homage to the famous color of the ferry boats. Her technique of dripping paint to mask the façade of each house also referencing the common phrase of homes being "under water" as in the recent housing bust, as well as the damage wrought by natural disasters such as Hurricane Sandy.

The large banner has been enlivening its location for tourists and commuters alike since July, 2013 and is scheduled to come down at the end of May, 2014. A closing celebration will be held this Friday, May 16th from 2:00-2:30pm with the artist in attendance. The banner is located in the pedestrian underpass which goes along the western edge of the parking lot at the car pickup area.

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More information:
www.dot.nyc.gov
www.statenislandarts.org

Additional images:
www.flickr.com/photos/nycstreets/sets/72157634459341785
www.lisadahlstudio.com/invite