

**Media Advisory  
FOR IMMEDIATE RELEASE  
October 21, 2016**

### **Sparks and art fly at Rogers Place**

*Edmonton* – A dramatic public art installation takes place on Monday, October 24, when welders, a crane operator, and an artist team gather for the final installation of *Essential Tree* at Rogers Place. The artwork, created by realities:united, is a representation of the abstract trees used by architects in their design models, and soars 14.5 metres above the arena's North West Plaza.

A boom crane will fly the treetop into position and suspend it while welders join it to the trunk in a process that will take up to eight hours to complete. *Essential Tree* is the fourth and final Percent for Art piece for Rogers Place Public Art Collection.

**When:** October 24, 2016 – *please contact the EAC on Monday for more specific times*

**Where:** Rogers Place, North West Plaza near MacEwan LRT station

#### **About Essential Tree:**

*Essential Tree*, by realities:united, explores the natural environment, while at the same time paying homage to the topiaries of the European Baroque era. Placed in a planter, the sculpture interacts with the real trees which will be planted in the area. It will take 60 years for one of these trees to reach the scale of this 14.5 metre tall sculpture.

#### **About the artists:**

The brainchild of brothers Jan and Tim Edler, realities:united is a studio for art, architecture and technology. The team develops and supports architectural solutions, usually incorporating new media and information technologies. The office provides consulting, planning, and research, also undertaking projects for clients such as museums, businesses, and other architectural firms.

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The Edmonton Arts Council (EAC) is a non-profit society and charitable organization that supports and promotes the arts in Edmonton. The EAC works to increase the profile and involvement of arts and culture in all aspects of community life.

For more information or to arrange an interview, please contact:

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