



CULTURAL AFFAIRS  
PUBLIC ART

News Release  
For Immediate Release  
May 6, 2013

For more information, contact  
City of Norfolk Cultural Affairs  
Karen Rudd  
karen.rudd@norfolk.gov  
757-664-6883

**City of Norfolk Public Art Program**  
**Mayor Fraim will bring *MetalMatisse* to life at MacArthur Square**

NORFOLK, VA – May 2013

The City of Norfolk's Public Art Program is pleased to present Norfolk's newest public artwork *MetalMatisse*. Mayor Fraim will bring this exuberant, interactive sculpture to life under the night sky at 7:30 PM Saturday, May 18, 2013. The event will be held at Norfolk's downtown focal point, on the lawn at MacArthur Square, 301 City Hall Avenue. The event is free and open to the public. A reception at Bean There Coffee House will immediately follow, featuring champagne and light refreshments. Bean There Coffee House is at 223 E. City Hall Ave #101, Norfolk, VA.

The artwork, created through the city's 1% for public art program, was designed by Electroland, a public art team from Los Angeles, California. *MetalMatisse* is made of stainless steel, light and sound. The 30' tall bouquet of metal flowers in a metal vase is loosely adapted from paintings by French artist Henri Matisse. The sculpture comes to life when visitors come near with each flower giving an individual response. Periodically all the flowers join in an orchestrated chorus of light and sound. At night the entire area below the sculpture is filled with dappled moving colored light. The vase and bouquet figurative sculpture compliments the European formal design of the park at MacArthur Square, while its exuberance and improbable scale make a distinctly modern statement.

Cameron McNall is the principal partner and founder of Electroland. Mr. McNall holds a Bachelor of Arts degree from UCLA and received a Master of Architecture for Harvard University. He has worked worldwide in architecture, sculpture, film, sound, multi-media and installation art. Electroland co-founder, Damon Seeley holds a degree in Design and Media Arts from UCLA and has broad experience as an art director, interaction designer, technical director and project manager.

"As in many Electroland interactive projects, the game of learning how to make the different elements respond to human activity, and then investigating all of them, has appeal for all ages and creates a disarming atmosphere of play that causes strangers to interact with each other and be joined in a simultaneous activity." says the artist, Cameron McNall.

The Public Art Program is proud to present this latest artwork, creating a vibrant heart beat for downtown Norfolk.