

FOR IMMEDIATE RELEASE



Wildflowering L.A. Site #17 (1150 W. Grovecenter Street Covina, CA 91722), Courtesy of Fritz Haeg.

LAND (Los Angeles Nomadic Division)'s *Wildflowering L.A.* Reaches Peak Bloom, Transforms Sites Across Los Angeles County Into Native Wildflower Gardens

LOS ANGELES, CA (APRIL 15, 2014) – *Wildflowering L.A.*, a public wildflower planting initiative by artist Fritz Haeg that encompasses 50 diverse sites across the hills, mountains, high deserts, and beaches of Los Angeles County, reaches its peak blooming period now through the end of April 2014, and will be showcased in a culminating exhibition held in Pasadena at THE SHED (1355 Lincoln Ave., Pasadena, CA 91103) on Saturday, April 26 and Sunday, April 27, 2014 from 12-6pm.

In October 2013, LAND and Fritz Haeg placed an open call for 50 committed participants who have ownership of (or permission to use) an open plot of land that is 500-2,000 square feet, sunny, and completely visible from a public right-of-way. Participants were given personalized advice on soil preparation, seeding, and wildflower tending by experts at the Theodore Payne Foundation for Wild Flowers and Native Plants, who also created and provided four custom seed mixes – Hillside, Roadside, Coastal, and Flatlands – inspired by Reyner Banham's 1971 seminal text, *Los Angeles: The Architecture of Four Ecologies*. Each mix was "prescribed" to the participants based on site location and conditions. Following lawn removal and seed sowing undertaken independently by each location, all sites were identified with a prominent carved wood sign inspired by classic national park signage.

The growing season unfolded uniquely for each site, with the blooms representing the individual and site-specific combination of various factors, such as microclimate, soil quality, and geography. At the onset of the project in the fall, Haeg stated, "The story of the seasons is told by the timing and extent of the bloom in direct proportion to the rainfall, temperatures, and climate." This proved particularly poignant given that the 2013-14 growing season was the driest on record, and many of the sites became visualizations of the changing climate. The project was documented across social media channels by participants and passersby with the hashtag #wildfloweringla and a dedicated project website (wildflowering.org) was created as a resource for planting and tending to native wildflowers.

A culminating exhibition of the overall project will take place on Saturday, April 26 and Sunday, April 27, 2014 at THE SHED: Pasadena's emerging space for urban agriculture, planning, permaculture, and land use by La Loma Development Company. The exhibition will feature an interactive map installation by Fritz Haeg of all 50 sites across Los Angeles County, project archives, artist-designed posters, and educational activities for all ages including sensory stations, nature-based art projects for children, conversations at 2pm, 3pm, and 4pm with experts including representatives from the Theodore Payne Foundation and project participants, a live broadcast by KCHUNG, seasonal refreshments, and more. An updated schedule of the weekend's events, activities, and programming can be found on wildflowering.org.

About LAND:

LAND (Los Angeles Nomadic Division) is a non-profit public art organization committed to curating site- and situation-specific contemporary art projects in Los Angeles and beyond. LAND believes that everyone deserves the opportunity to experience innovative



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contemporary art in their day-to-day lives. In turn, artists deserve the opportunity to realize projects, otherwise unsupported, at unique sites in the public realm. Since its inception in 2009, LAND has produced over 60 discreet exhibitions and programs around the country.

About Fritz Haeg:

Fritz Haeg is a Los Angeles-based artist whose multifaceted practice includes salon-style events and installations that actively involve the audience/viewer. Bodies of work include edible gardens, public dances, educational environments, animal architecture, domestic gatherings, urban parades, temporary encampments, documentary videos, publications, exhibitions, websites, and occasionally buildings for people. Haeg's work has been exhibited at Tate Modern, London; the Whitney Museum of American Art, New York; and San Francisco Museum of Modern Art, San Francisco, among other notable institutions. Haeg is a Rome Prize fellow, a MacDowell Colony fellow (2007, 2009, and 2010), and a Montalvo Arts Center fellow (2012).

Wildflowering L.A. is supported by a grant from the James Irvine Foundation.

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