Activate: Market Street Perennial
Patricia Cazorla & Nancy Saleme

Brocados: Magic, Life, Illusions and Dreams, acrylic and conté charcoal on pre-cut MDF water resistant panels, 96 x 300, 2015

ACTIVATE:
MARKET STREET

65, 77, 89 Market Street, & 239 Washington Street

Opening Reception
November 11th, 2017
4-8 pm at Gallery Aferro
73 Market Street

Activate: Market Street Perennial
For Activate: Market Street
by Patricia Cazorla and Nancy Saleme

Presented by Gallery Aferro, with the support of RBH Group

Gallery Aferro’s “Activate: Market Street,” is a year-round public art project transforming hundreds of linear feet of vacant storefront windows in Newark’s historic downtown district. Storefronts owned by RBH Group on Market Street between Washington and University Streets are activated with installations, films, animation, neon sculptures, kinetic and interactive art, and performative public programming from local, national and international artists. Supported by RBH Group, and created by Gallery Aferro, the project delivers arresting, unexpected, and highly memorable experiences with contemporary art directly to the public, whether residents, students, workers or first-time visitors.

www.activatemarketstreet.org
Patricia Cazorla & Nancy Saleme (aunt and niece duo) began working together in 2010, focusing on immigration issues; specifically undocumented farm workers, including children, in the US. Since then, they have been awarded major commissions in North Salem, NY, Berlin, Germany, New York, NY, Philadelphia, PA, and Copenhagen, Denmark.

Market Street Perennial builds on the duo’s long engagement with the city of Newark, honoring the people who pass by the block and creating an enormous, vivid garden that never dies, even as the seasons change. Evoking hope and the power of working people in two languages, the work is a gift of art that will last for a year.

Their summer 2017 project, Flying High for Equality, was a commission for Joyce Kilmer Park inspired by American novelist Richard Bach’s bestseller Jonathan Livingston Seagull, using oversized, colorful sculptures of the city’s sparrows as a metaphor for the search for equality. Sparrows are creatures of resilience, audacity, intelligence, and beauty that mirror many of the qualities of New York City’s communities. An earlier installation for the Kaufman Arcade in NYC’s garment district, Across the Bridge, was a tribute to the Amtrak Dock Vertical Lift, a bridge built in 1937 that spans the Passaic River in Newark, NJ, and carries train traffic. This portrait symbolizes life’s challenges, the migrations that shape society, new horizons and confrontation with the unknown.

Another earlier project, the Garden of Opportunities, visualizes the reality of migrant labor in the US: “every beautiful tomato we look at in the supermarket, and almost every fruit and vegetable we eat, is picked by a human hand.” Their work has been reviewed in Univision News, Remezcla, EFE Spanish international news agency, El Diario – La Prensa, Univision 41, Daily News- New York-Bronx, and Riverdale Press.

galeriagalou.com/cazorla_saleme.html