



# FIGMENT

FOR IMMEDIATE RELEASE, 2/17/2010

## → FIGMENT Comes to Boston! ←

In the June 2007, a group of New Yorkers came together a new kind of arts event on Governors Island in New York Harbor—FIGMENT, a free event in which everyone is invited to participate and collaborate to create artwork and build community. By 2009, FIGMENT had grown to a 3-day event, in which over 13,000 participants came to interact and engage with over 400 participatory arts projects in every conceivable medium, including interactive sculpture, performance, music, social experiments, games, and lectures. FIGMENT also presented several summer-long projects, including an 18-hole minigolf course designed by artists and a 16-piece large-scale interactive sculpture garden, which were enjoyed by an estimated 40,000 people from June through October.

In collaboration with the Cambridge Arts Council, FIGMENT is pleased to launch a 2010 Boston-area event. On June 5, 2010, FIGMENT Boston will bring FIGMENT's unique mix of artistic expression and community experience to the greater Boston area. The event, presented in collaboration with the Cambridge Arts Council, will be located side-by-side with the Cambridge River Festival along Memorial Drive in Cambridge.

FIGMENT offers the public an expanded definition of art—we look beyond the white walls of galleries and museums to engage participants in creating art together. At FIGMENT, there are no “Do Not Touch” signs: all art and performances are created with the intention that the viewer will, and must, interact with it, and become a collaborator in creating a shared expression and experience.

We couple this emphasis on igniting the creativity of every participant who attends the event with a desire to showcase local artists. Our curatorial process urges artists toward interactivity and community-involvement, emphasizing the participatory aspects of each project. FIGMENT Boston will be produced and curated by a team of Boston-area volunteers.

The Call for Participation for projects for FIGMENT Boston and FIGMENT New York are now open and will close on May 1. For more information, please visit <http://figmentproject.org>.

# # #

**FIGMENT** celebrates an abundance of creativity and passion, challenging artists and our communities to find new ways to create, share, think, and dream. Become a part of events in NYC (June 11-13) and Boston (June 5), and interactive exhibits on NYC's Governors Island from June through October. For more information, visit <http://figmentproject.org>.

FIGMENT is a project of Action Arts League, a 501(c)(3) not-for-profit organization, and is created and produced by a coalition of volunteers. FIGMENT is entirely funded by grants and individual donations, and accepts no corporate sponsorship of any kind. FIGMENT is made possible by Lower Manhattan Cultural Council's SwingSpace program, which was created with lead support from the September 11th Fund. FIGMENT is supported, in part, by public funds from the New York City Department of Cultural Affairs, in partnership with the City Council.

FIGMENT Boston is produced in collaboration with the Cambridge Arts Council ([www.cambridgeartscouncil.org](http://www.cambridgeartscouncil.org)), which exists to ensure that the arts remain vital for people living, working and visiting Cambridge.

