

MEDIA RELEASE

CONTACT: Susan Swiatkowski
Marketing Director
Old Falls Street, USA & Conference & Event Center Niagara Falls
susan.s@niagarafalls-cc.com
(716) 278-2121



Public Art Installation Encourages Visitors to Share Their Thoughts on Old Falls Street

Editor's Note: Photos Available Upon Request

Niagara Falls, NY (Sept. 9, 2014) – A public art installation has been added to Old Falls Street's Middle Block in Downtown Niagara Falls, NY. Guests and passersby are encouraged to leave their thoughts on the "Before I Die..." chalkboard wall as part of an international art initiative, developed by American artist, Candy Chang.

"As daily summer programming winds down for the 2014 summer season, we are happy to incorporate this interactive art piece into Old Falls Street's landscape," said Global Spectrum's Jason Murgia, assistant general manager of Old Falls Street, USA. "Our team worked closely with USA Niagara (USAN) in order to install the 'Before I Die' chalkboards over this past weekend in an effort to provide an additional activity for our guests on the Middle Block. This, along with our colorful fleet of Adirondack chairs as well as our ever-popular ping pong and foosball tables, allow families to enjoy themselves during these recent warmer temperatures."

The initiative is already gaining momentum as many residents and visitors have shared their thoughts on the board before being formally introduced to the public. Members of Leadership Niagara's youth LYNC program participated in the initiative on Sept. 9, during their monthly session. The board will also be available during this weekend's Niagara Falls Blues Festival, being held on Old Falls Street, from Sept. 11 through 14.

The "Before I Die..." art initiative was developed by Chang, a Taiwanese American artist, in New Orleans in 2011, as a way to express her interest in the relationship between public space and personal well being. She holds a Master's Degree in Urban Planning from Columbia University, a Bachelor's Degree in Architecture and a BFA in Graphic Design from the University of Michigan. Since that time, more than 500 walls have been created in over 30 languages in over 60 countries. The Atlantic has credited this initiative "one of the most creative community projects ever."

"Public space in cities should be interactive on multiple levels, and Candy Chang's wonderfully creative public art initiative is a unique example how visitors and residents can directly share their thoughts and hopes with the larger community," said Christopher Schoepflin, president of USA Niagara Corporation.

The initiative has even gained appreciation from Aaron Ott, public art curator at the Albright-Knox Art Gallery, who noted, "It is great to see Candy Chang's 'Before I Die...' installation as a start to the public art culture in Niagara Falls." Although not a collaborator in this project, he said, "As our own initiative continues to expand in the Western New York region, we look forward to cooperating with USAN, Old Falls Street and the City of Niagara Falls to bring more public art into downtown Niagara Falls in the future."

While visitors are encouraged to leave their thoughts on the chalkboard, it is important to note that the nature of the art is to be never-ending in that once the boards fill up with chalk-written thoughts, they will be photographed and erased to allow room for future guests to utilize the board.

"In keeping with the artist's vision, 'Before I Die...' boards can be installed for a period as short as a day or as long as a year," said Murgia. "Old Falls Street plans to take its board down for the winter, but will put it up

again in the spring of 2015.”

About **OLD FALLS STREET, USA**: *Old Falls Street, USA, managed by Global Spectrum, is a historic three-block destination that conveniently connects the entrance of Niagara Falls State Park with the Conference & Event Center, the Seneca Niagara Casino & Hotel and other Downtown Niagara Falls, NY attractions. Serving as the “Welcome Center” for residents and visitors alike, the dynamic thoroughfare provides spaces for daily vending and special activities including concerts, festivals and holiday activities. Additional information can be found on their website at www.FallsStreet.com.*

About **GLOBAL SPECTRUM**: *Global Spectrum (global-spectrum.com) manages The Conference & Event Center Niagara Falls and Old Falls Street, USA, Canalside Buffalo, as well as more than 100 other public assembly facilities around the world. Nearly 20-million people attended more than 11,000 events in Global Spectrum venues last year. Based in Philadelphia, PA, Global Spectrum is part of Comcast-Spectacor, one of the world’s largest sports and entertainment companies. Comcast-Spectacor also owns the Philadelphia Flyers of the National Hockey League, Ovations Food Services, a food and beverage services provider, New Era Tickets, a full-service ticketing and marketing product for public assembly facilities, Paciolan, the leading provider of venue establishment ticketing, fundraising and marketing technology solutions, Front Row Marketing Services, a commercial rights sales company, and Flyers Skate Zone, a series of community ice skating rinks.*

#####

101 Old Falls Street, Niagara Falls, NY 14303 * Tel: (716) 278-2100 * Fax: (716) 278-0008 *
www.FallsStreet.com

