HELLO WORLD < – > HELLO BOSTON

April 23, 2022. (Rain date: April 30, 2022)
Public Art Projection and Happening
Title: Hello World: Hello Boston
Location: Massachusetts College of Art and Design/Evans Way Park (244 Fenway)
Boston, 6:30 pm start
Open to the Boston Public

Local artists, members of the Boston public and out-of-town guests will gather together on April 23 in the Evans Way Park for a Boston group greeting to the world – a local show of gratitude to everyone, everywhere for weathering the pandemic with us. Signs, costumes and pictures of well-wishes to the world from Boston that night will be included in the evening’s documentation that will be broadcast to the world and afterwards through the producing organization, the nonprofit TransCultural Exchange’s website. At dusk a projection of TransCultural Exchange’s Hello World Video, which features artists around the world sending Boston their greetings through music, dance and video pieces, will be screened on the MassArt façade facing Evans Park. (Rain date April 30.)

About the Hello World Video: This video documents the 2020 launch of TransCultural Exchange’s global project Hello World. Hello World is a large-scale international art project produced by the nonprofit TransCultural Exchange as a demonstration of solidarity during the COVID-19 pandemic. With the mere click of a mouse, people can now enjoy a whirlwind virtual tour around the globe through the nearly 250 artworks on Hello World’s website and the more than 250 venues that joined the artists in this gesture of good will.

Why? Faced with the COVID-19 crisis, the need for social distancing, travel restrictions and reduced contact with others, TransCultural Exchange grew concerned about the isolation, loss and fear resulting from the pandemic’s decrease in our usual sources of solace – connecting with others, the arts and exchanges of all kinds. Thus, Hello World was born. Hello World expands the reach of local gestures of kindness – such as the Italian balcony singers – to a global level, offering the world greetings and an outpouring of hundreds of artists’ works to offer an antidote to the rising nationalism, discrimination and other extremist tendencies that tend to occur when people feel scared, stressed and alone. More information at: https://transculturalexchange.org/activities/hw/overview.htm

Hello World: Hello Boston marks the end of the project and we hope the celebration of life after the pandemic. This project is supported by a Transformative Public Art grant from the City of Boston Mayor’s Office of Arts and Culture with special thanks to the Colleges of the Fenway, Massachusetts College of Art and Design and the Boston Chinese Photography Association. This program is also supported in part by a grant from the Boston Cultural Council/Reopen Creative Boston Fund, administered by the Mayor’s Office of Arts and Culture.

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