



**EAST BROOKLYN**  
Business Improvement District

June 17, 2021

**Contact:** Alana Morales, DOT Deputy Press Secretary, [amorales4@dot.nyc.gov](mailto:amorales4@dot.nyc.gov) or 212-839-4850  
Sherry Roberts, Executive Director, Local Development Corporation of East New York, [info@ldcenyc.org](mailto:info@ldcenyc.org)  
Bill Wilkins, Manager, East Brooklyn Business Improvement District, [billw@ldcenyc.org](mailto:billw@ldcenyc.org)

DOT ART, THE LOCAL DEVELOPMENT CORPORATION OF EAST NEW YORK AND THE EAST BROOKLYN BID  
UNVEIL TEMPORARY ART INSTALLATION AT BROADWAY JUNCTION IN BROOKLYN



Photo credit: Julia Sinelnikova

**Brooklyn, NY** – The New York City Department of Transportation's Art Program (DOT Art), the Local Development Corporation of East New York, the East Brooklyn Business Improvement District (EBBID), and Brooklyn-based artist, Julia Sinelnikova, are pleased to announce the installation of temporary public artwork at **Broadway Junction, at the intersection of Fulton Street and Van Sinderen Avenue in Brooklyn.**

In the center of a major transportation hub, Julia Sinelnikova's sculpture, *Skywave*, stands as an homage to the spirit of the open sky and ocean waves. Fabricated by Sinelnikova locally in Brooklyn and comprised of hand-welded steel and acrylic, the woven structure of the sculpture creates a dynamic pattern and unique light pattern on the sidewalk based on the sun's movement. *Skywave* responds to the industrial environment of Broadway Junction and aims to soften the surroundings with the incorporation of blue and purple tones known to evoke feelings of calm and communication. The highly trafficked location is situated adjacent to several modes of public transportation as well as an NYC Parks playground. The energetic and immersive sculpture will act as a temporary landmark and promote community engagement for residents and travelers alike. Additionally, this installation will assist in the East Brooklyn Business

Improvement District's continued efforts to create safe and attractive corridors that are more conducive for commerce and makes East New York a vibrant place to live and work.

*Skywave* was commissioned in 2019 through DOT Art's signature program, "Community Commissions." As a part of the program, DOT collaborates with community-based, nonprofit organizations to commission artists to design and install temporary, site-responsive artwork on NYC DOT property for up to 11 months. DOT Art pursues unique project sites across all five boroughs and explores new ways to collaborate with a diverse body of artists and partners each year. The DOT Art Advisory Committee and the Local Development Corporation of East New York selected Sinelnikova for this project out of a large pool of other talented applicants who submitted in response to a request for proposals.

**About the NYC DOT Art Program:** The New York City Department of Transportation's Art Program partners with community-centric, nonprofit organizations and professional artists to present temporary public art on NYC DOT property throughout the five boroughs for up to 11 months. Artists transform streets with colorful murals, dynamic projections, and eye-catching sculptures. Sidewalks, fences, triangles, medians, bridges, jersey barriers, step streets, public plazas, and pedestrianized spaces serve as canvases and foundations for temporary art. Over the past 12 years, DOT Art has produced over 350 temporary artworks citywide. For more information, visit [www.nyc.gov/dotart](http://www.nyc.gov/dotart) @nyc\_DOT, @nyc\_DOTArt

**About the Local Development Corporation of East New York:** Founded over 40 years ago, in response to the economic and social decline of the East New York community, the Local Development Corporation of East New York was created to empower women and minorities with programs that promote economic sufficiency, build assets and improve their lives and those of their families. The corporation works with local businesses to retain and build industry and commerce, create jobs, and improve economic opportunities for residents and neighborhood enterprises. [www.ldceny.org](http://www.ldceny.org)

**About the East Brooklyn Business Improvement District:** The EBBID is one of New York City's oldest and first Industrial BIDs. The EBBID was incorporated in the State of New York in 1983 by property owners, business leaders, and area residents working in collaboration with the City of New York. The EBBID is a 40-block area in East New York, Brooklyn that is bordered by Powell Street to the West, Atlantic Avenue to the North, Sheffield Avenue to the East, and Sutter Avenue to the South. In addition, the objectives of the EBBID are to enhance the business environment of the 40 block area and bolster local economic activity. [www.eastbrooklynbid.org](http://www.eastbrooklynbid.org)

**About Julia Sinelnikova:** Julia Sinelnikova is an interdisciplinary artist who works with holograms, performance, and digital culture. Her light installations have been exhibited internationally, and she has performed widely as The Oracle of Vector Gallery. She has received commissions from NYC Parks Department, Pace University, Michael Madden (Maroon 5), Refinery29, GIPHY, Webster Hall, and Norte Maar. Heavily inspired by electronic music, Sinelnikova has designed sculptural sets for performers including Lee Burridge, Machinedrum, The GZA (Wu-Tang Clan), Peaches, Juliana Huxtable, and Aurora Halal. Selected profiles of her work have appeared in The New York Times, The Wall Street Journal, Office Magazine, VICE, Artnet, Huffington Post, The Creators Project, PAPER Mag, and The New Criterion. Her work

has been presented at the Contemporary Art Museum of Houston, The Oulu Museum of Art, and Williamsburg Art & Historical Center. Sinelnikova has also exhibited site-specific installations for Miami Art Week / Art Basel annually since 2011. She holds a BFA in Sculpture from The Fashion Institute of Technology (SUNY). She lives and works in Brooklyn. [www.juliasinelnikova.com](http://www.juliasinelnikova.com)

###