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# Convention center launches marquee art

**Boston Business Journal by Thomas Grillo, Real Estate Editor**

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**The Massachusetts Convention Center Authority** and Boston Cyberarts are kicking off "Art on the Marquee," to commission public art for display on the 80-foot-tall multi-screen LED sign outside the Boston Convention & Exhibition Center in South Boston.

Called the largest urban screen in New England, the digital canvas will be one of the first of its kind to integrate art alongside commercial and informational content as part of the the convention center's neighborhood art program. Six Massachusetts artists including [Nell Breyer](#), [Dennis Miller](#), [John Slepian](#), Kawandee Virdee, Jeffu Warmouth and [Ellen Wetmore](#) will be featured in the first round of projects.

An artist reception will be held on Thursday, February 23 from 5:30 to 8 p.m. "Art on the Marquee" offers artists more than 3,000 square feet of digital display on seven screens, providing a viewership of more than 100,000 pedestrians and motorists. The marquee is visible for a half mile in many directions and is seen by traffic on Summer, D, and Congress streets, as well as from the surrounding hotels, office buildings and the Seaport World Trade Center.

Subsequent calls for proposals will be issued in the spring. Boston Cyberarts is also collaborating with digital media departments at **Emerson College**, **Massachusetts College of Art**, and Rhode Island School of Design to create student work for the marquee. Plans will look to include other colleges, universities and local high schools in the initiative.