

# WPB MAGAZINE<sup>TM</sup>

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REAL GOOD SPIRITS

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## JEPPE HEIN

LYRICAL ART AS SOCIAL  
SCULPTURE

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## COVER STORY

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Social Sculpture**

by Danish artist Jeppe Hein

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Beach native Kyle Smile**

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*Artist Jeppe Hein walks into the Water Pavilion West Palm on Rosemary Square for the first time, December 6, 2019.*

# Lyrical Art as Social Sculpture

By Sandra Schulman  
Arts & Entertainment

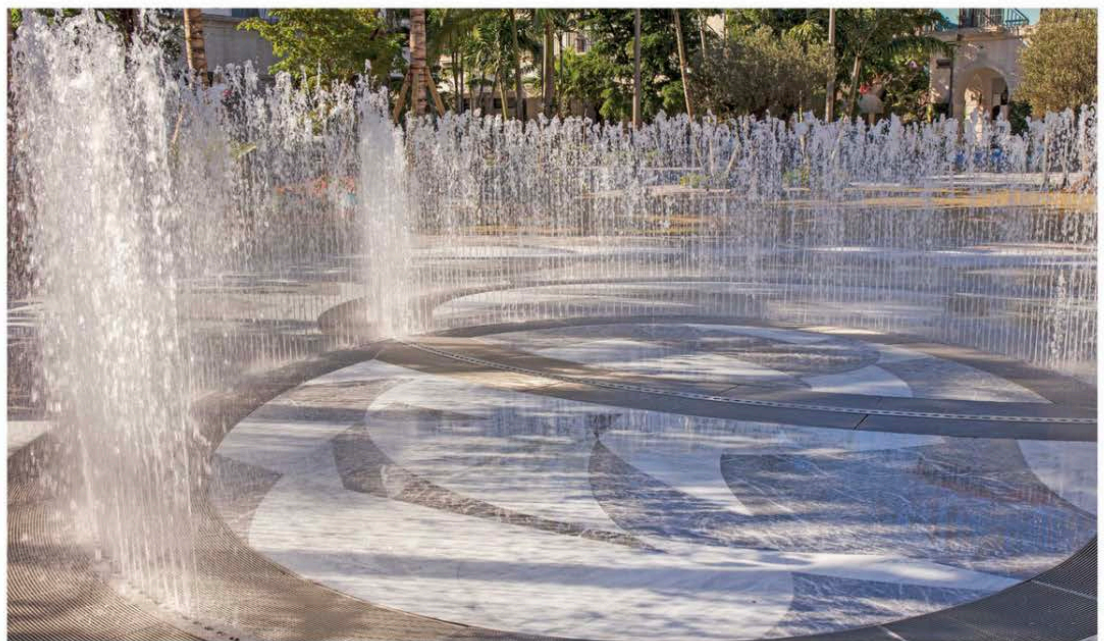
Photos: Addiel Perera

The latest large-scale permanent public art on the newly reimagined Rosemary Square is a rhythmic and engaging installation called **Water Pavilion West Palm**, created by 42-year-old Danish artist **Jeppe Hein** debuted in December. Designed as an interactive art piece the artist calls a “social sculpture,” the overlapping circular columns of water jets rise and fall, allowing viewers to walk in and out of

“rooms” created by the vertical columns of water. It is Hein’s first permanent water installation in the US.

“I received an invite from the architects designing the new Rosemary Square who asked for a concept proposal of a type of fountain,” Hein says, calling from his studio in Berlin where he employs 20 assistants to create his worldwide projects. Just this year he has unveiled projects in Berlin, Venice, Korea and New York City where his longtime representative, 303 Gallery, is located.

“They knew my work and what I had done regarding interactive waterworks before. They said they were changing



*View of the “rooms” inside the Water Pavilion West Palm as it is tested for the commemoration ceremony that took place on Rosemary Square, December 6, 2019.*

the whole square and needed a water element. I call what I created a "Water Pavilion," something that creates a tool of communication with the movement of the water."

After almost 20 years, CityPlace needed a redesign of its public spaces that could match Related Companies' goal to turn the vibrant downtown district into an experiential retail with new focus on a variety of arts, culture, and entertainment. It was the right moment, considering latest changes in the retail industry where shops look to reposition how brick-and-mortar stores fit into the customer's journey where experience has become a key marker. Shops want to give customers things that can't be easily replicated Online, and creating tactile, engaging experiences has become top of the list.

Enter: Rosemary Square, the evolution of CityPlace as dynamic downtown destination. A reimagined plaza lush with vegetation and flexible in its configuration, a curbside Rosemary Avenue narrowed to slow traffic, buildings up and down the street covered with vines, and pavers underfoot mixed with patches of greenery are among the many changes that have transformed this 2-decades-old Mediterranean-styled shopping and entertainment center into a new district that provides experiences rather than just storefronts and that is comfortable to visit.

Two years after innovative plans were unveiled by Related Companies, the reinvestment is showing great results that will have an impact in the community. At the center of this all are new cultural experiences and live-work-play opportunities that people are seeking and also, pivotal to this reinvention are two new public art installations.

Located in the middle of the new square next to a gorgeous glowing Wishing Tree created by the San Francisco based collective Symmetry Labs, Hein's water-work relates to the environment of Palm Beach. The Water Pavilion is an open flat space with no typical basin or wall border around it, easily accessible to all to just walk into it.

"Being close to water attracts people, which is why West Palm Beach is where



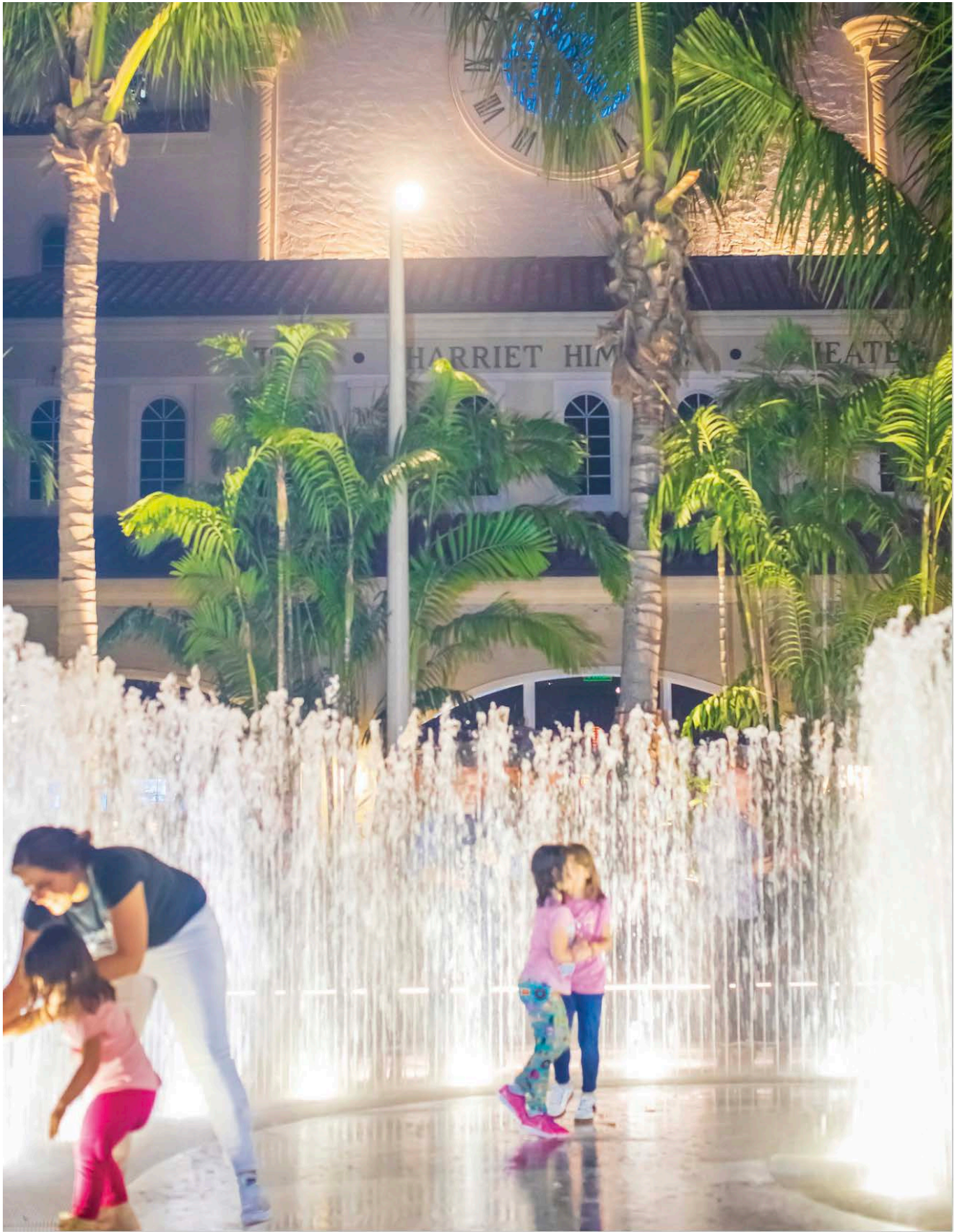
it is, so they wanted something I could help within the square," says Hein. "In life, people need communication and empathy, and these are reasons why they go to a public square. By creating this 'liquid architecture' that rises and falls and creates rooms, people can choose to get wet to experience it. There is no border wall around it. The circular water jets create different patterns in ten-second intervals; suddenly a third room will arise and you may be inside it or outside it, and someone may suddenly be in your new space. You are alone then; you are surrounded, the person's color or race does not matter, people smile at the change and it feels special in this element."

Jeppé Hein studied at the Royal Danish Academy of Art in Copenhagen and in Frankfurt, Germany. As a student, he co-founded OTTO, a non-commercial organization to create art exhibitions at various venues in Denmark between 1997 and 2000.

He has been creating outdoor art installations since his childhood in the countryside where he grew up on a small family farm and built mazes out of hay bales. As a teenager, he learned carpentry and decided to pursue art. As a student he worked as an assistant to the Danish-Icelandic artist Olafur Eliasson,

On top, **The Wishing Tree**, a towering 32-foot-tall LED banyan tree created by Symmetry Labs, is the other large-scale artwork on the new Rosemary Square. The Wishing Tree also has a thought-provoking light installation by artist Shilpa Gupta that celebrates the history of the banyan tree in West Palm Beach coupled with Related Companies' vision to unite the community through immersive public art experiences.

On the right, the **Water Pavilion** West Palm helps create playful and inspirational moments for our community, contributing to its vibrancy and well being.

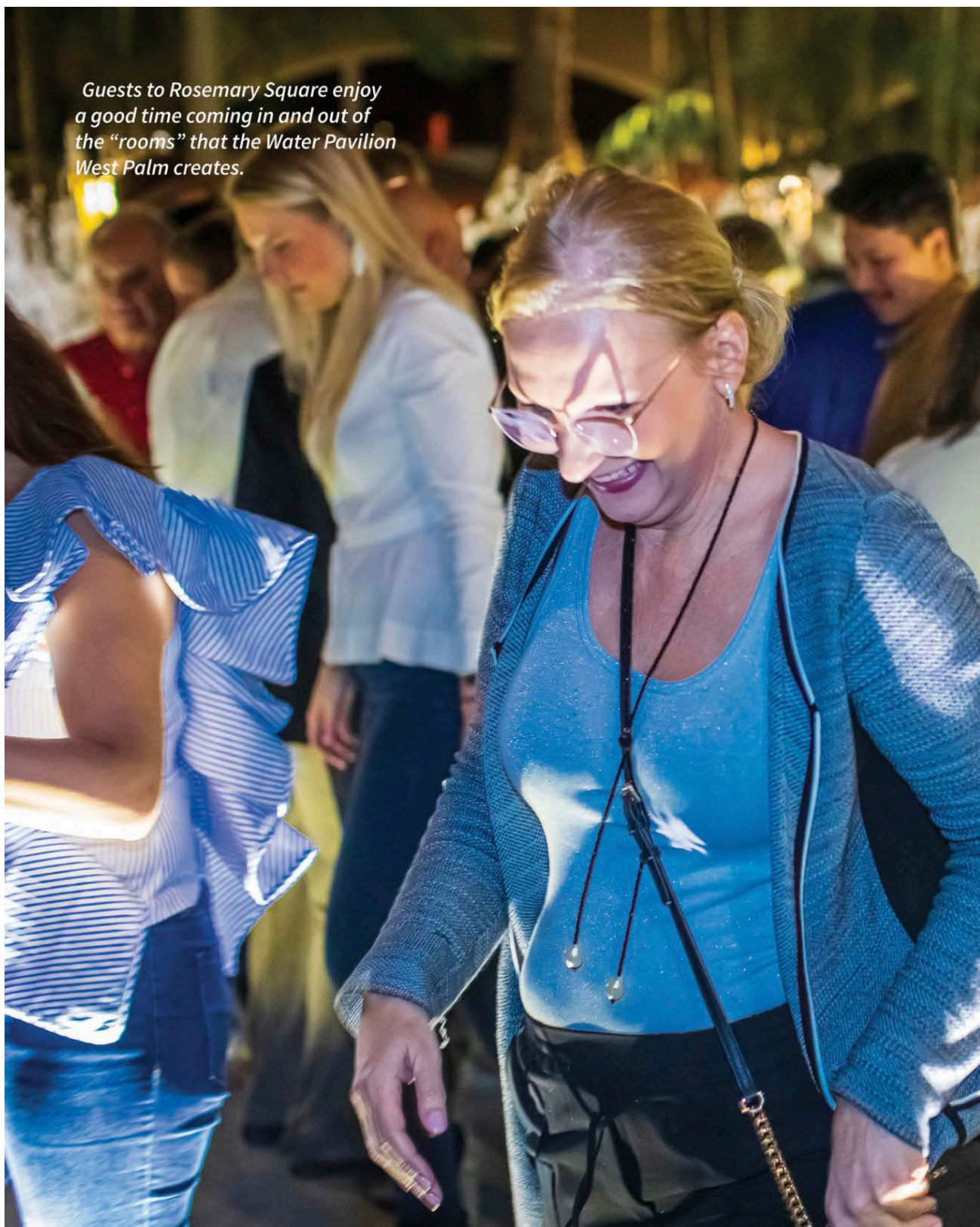


*Ballet Florida performs during the grand opening ceremony to unveil the Water Pavilion West Palm for the first time to the community.*





*Guests to Rosemary Square enjoy  
a good time coming in and out of  
the “rooms” that the Water Pavilion  
West Palm creates.*



who is known for his experiential artworks that create natural phenomena like waterfalls and rainbows, Eliasson has also made life-changing items like solar flashlights shaped like sunflowers that bring light at night to remote impoverished areas.

Olafur was a mentor for Hein. He works with similar materials of natural science, and the concept of sculpture linked to communication, where the viewer plays a vital role.

A recent Hein's artwork demonstrated this in New York City. Called "**Breathe With Me**," it had audience members paint a long blue vertical line down a large 600-foot horizontal white canvas as they inhaled and exhaled, each line eventually representing a community breathing together. It was presented at the United Nations and in Central Park, blue lines were painted by dignitaries and Mayors as well as people just walking by. "Breathe with Me" occurred during the week of the UN Climate Action Summit, and the artwork spoke to many urgent issues of the United

Nations 2030 Agenda for Sustainable Development and its 17 Global Goals – from good health to strong communities and climate action.

Certainly, the new Rosemary Square is also bringing in more natural elements such as a grassy lawn area perfect for picnicking and sprawling out, something that was not possible before, with dozens of mature palm trees wrapped with orchids and tropical plants for extra shade. The plaza now creates a sense of place with energy and culture that puts



***Jeppe Hein and Michael Bloomberg participating in "Breathe with Me" at United Nations Headquarters, September 21-24, 2019. Art project by Jeppe Hein and ART 2030. Photo courtesy of Jeppe Hein***

pedestrians and alternative transportation at the forefront.

Hein's sophisticated water world brightens the Square at night and along with the surrounding lush landscaping it will become the hallmark of the neighborhood as a spot to rejuvenate, relax and recharge.

Hein thinks an artist should be a kind of "seismograph perceiving the atmosphere

of a space" as well as its influence on people's moods and behavior. Art, like architecture, is a way to express space with communication, social interaction to form social constellations. This is particularly important at a time when places for communication are absent from most contemporary cities. Artworks in public space open up new possibilities for viewers to lose their trepidation and gain respect for art.



*Jeppe Hein wears a "Breathe with me" shirt as he stands next to Gopal Rajegowda (to his right), who is senior vice president of Related Companies and has been working closely with a world-class team of architects, designers, and artists to envision spaces that create a whole new paradigm in West Palm Beach.*

The Water Pavilion reactivates and emphasizes a public place as a meeting point, a calm and peaceful area where people can take a rest and have a break from everyday life where an exchange between the diverse inhabitants of the area takes place and a joyful atmosphere arises. It's for everybody and Hein hopes this experience strengthens the community between the various groups that generally reflect a community at large. "It is important for me that my art is not only exhibited in the context of the art world but also seen and experienced by people who usually don't visit a museum. In consequence, I created a variety of works in public space, which offer passers-by the possibility to interact with sculptures without even knowing that it is art."

One of the Hein's goals as an artist is breaking barriers down, "a comment on what art can do." So he is trying to spread empathy and love in the world, always asking what he can bring to the universe, how he can change and inspire.

"Inspiration goes in different directions

as you can only change yourself as the change happens within you," Hein said during the ceremony to unveil the Water Pavilion West Palm for the first time. "I designed the pattern on the ground of the water pavilion to look like raindrops falling down on the square while kids and adults to run in and out."

That night --December 6th--at the Water Pavilion's debut, after flying in 18 hours from overseas, Hein, wearing a Breathe With Me t-shirt, saw the fountain work for the first time to a crowd of hundreds. He looked around and said "Oh this is much nicer than Berlin!", kicked off his shoes, ditched his jacket, and ran through the pulsing columns of water, squealing in delight like a little kid.

Everyone enjoys the impact that only culture can bring and these new public arts on the plaza engage us in a way that is as unique as the historical and cultural expansion West Palm Beach is undergoing as a city of the future. The Water Pavilion as the centerpiece at the heart of the square creates playful and inspirational

moments right at the core where architecture, art, and technological advantages meet to embrace the strong emotional and aesthetic elements of our community, contributing to its vibrancy and well being.

It's an invitation to visitors of all ages to share in a moment of delight as it helps create joyful memories for the local community and beyond.

So much more is planned for the new Rosemary Square neighborhood—still CityPlace for many locals as evidence of what this district means for the community. An array of new dining and shopping offerings are coming (some are already here) and they follow a successful cultural renaissance in downtown West Palm Beach where this vibrant mixed-use neighborhood has been for the past two decades, now soon to become a sought-after destination.