

NEWS RELEASE

FOR IMMEDIATE RELEASE: OCTOBER 29, 2021

Artist Jenny Holzer launches *HURT EARTH*, a light work across the UK to draw attention to the climate crisis and mark COP26



HURT EARTH © 2021 Jenny Holzer, member Artists Rights Society (ARS), NY / DACS, UK

- Including the voices of more than 40 climate activists and leaders, from Sir David Attenborough to Greta Thunberg, as a visible presence for all
- To be projected onto Tate Modern, Edinburgh Castle, SEC Armadillo and other UK landmarks to coincide with COP26
- In collaboration with the Emerson Collective, Art For Your World, a movement by WWF to engage the art world with the climate crisis
- Join the conversation online with #HurtEarth and help in the fight to save our planet.

Download images [here](#).

Download social media assets [here](#).

From 29 October a powerful new public artwork by Jenny Holzer, *HURT EARTH*, will illuminate UK landmarks to draw attention to the climate crisis and coincide with COP26, the 26th annual United Nations summit on climate change.

Launching at the Tate Modern in London from 29 to 31 October (from dusk to 22:00), Holzer's light projections will bathe the building's iconic chimney in a collection of aching, inspiring and expert testimony from more than 40 activists, leaders and many others addressing the climate crisis. This forms part of a weekend of free events and activities at Tate Modern to raise awareness and inspire action. The artwork will travel to Scotland to light Edinburgh Castle, while a version of the artwork will be projected on the SEC Armadillo in the official Blue Zone of COP26 in Glasgow on 8 November, followed by the Met Tower in Glasgow from 9 to 11 November, succeeded by a series of pop-up locations in Edinburgh from 12 to 14 November.

"IF WE CHOOSE
TO ACT TOGETHER

THERE ARE NO LIMITS
TO WHAT WE CAN ACCOMPLISH"

Greta Thunberg

Jenny Holzer is known for work that deploys text to invite public debate and highlight social and political justice. Recent projects include *YOU VOTE*, a series of public artworks displayed in swing states across the US to encourage voting in the 2020 presidential and congressional elections. Through this latest project, *HURT EARTH*, Holzer asks the public to make their voices heard and take action in the global fight against climate change, when our planet is at a crucial tipping point.

"Countless people are starving and displaced from preventable climate disasters. Here is tremendous destabilizing cruelty." - **Jenny Holzer**

Co-curated and produced by Artwise Curators and Shore Art Advisory, the series is presented in collaboration with Art For Your World, a movement by WWF to engage the art world in the fight against climate change. The artwork includes excerpts of writings, testimonies, speeches and interviews from climate leaders and activists across the globe, including Climate Vulnerable Forum, Fridays for Future, Indigenous Environmental Network, Institute for Climate and Sustainable Cities, U.S. Climate Action Network, WWF and many more.

COP26 takes place in Glasgow from 31 October to 12 November 2021 and will see world leaders, government representatives, business and citizens come together for twelve days of talks about climate change.

ENDS

For further press information and images please contact Rebecca Butler or Kate Morais at Sutton on:

T: +44 (0)20 7183 3577

E: rebecca@suttoncomms.com / kate@suttoncomms.com

NOTES TO EDITORS

About Jenny Holzer

Jenny Holzer has presented her astringent ideas, arguments, and sorrows in public places and international exhibitions, including the Venice Biennale, the Guggenheim Museums in New York and Bilbao, the Whitney Museum of American Art, and the Louvre Abu Dhabi. Her medium, whether a T-shirt, plaque, or LED sign, is writing, and the public dimension is integral to her work. Starting in the 1970s with her New York City street posters and continuing through her light projections on landscape and architecture, her practice has rivaled ignorance and violence with humor and kindness. projects.jennyholzer.com/projections

About Art For Your World

Art For Your World is a movement launched by WWF, one of the world's largest conservation organisations, with Artwise Curators, to engage the art world in raising funds and awareness needed to combat the climate and nature crises. In the context of COP26, it is a wide call to artists, collectors, galleries, museums, to make a meaningful connection between art and the environment. Funds raised by an auction in collaboration with Sotheby's and the sale of specially commissioned limited edition prints will be used to support key areas of WWF's work in combating dangerous climate change. Awareness of the cause is being led by an online campaign #artforyourworld including museums and galleries aligning by going green on 05 November. www.artforyourworld.com

About Artwise Curators

Established in 1996, Artwise Curators is an award-winning curatorial practice run by Partners Susie Allen and Laura Culpan. Specialising in curating and producing public art commissions, museum and gallery exhibitions, and innovative art projects for charities such as Cure Parkinson's, WWF and the IUCN, Artwise projects have been exhibited in Kunstmuseum Wolfsburg; Groninger Museum; Centraal Museum, Utrecht; Centre Georges Pompidou, Paris; The Royal Academy of Arts and the Design Museum in London. Artwise was commissioned to curate the International Exhibition for the official Pavilion of Azerbaijan at the 56th Venice Biennale. artwisecurators.com

About Shore Art Advisory (SAA)

Shore Art Advisory (SAA) is a boutique art advisory firm based in Washington DC. Founded by Virginia Shore, a curator and arts advocate, SAA has curated more than 200 collections in 90+ countries. SAA specializes in providing art advisory services to a select group of clients including the Obama Presidential Center, the Fredriksen Family Collection in collaboration with the New National Museum of Norway, and the Emerson Collective. www.shoreartadvisory.com IG: vshorev