



FOR IMMEDIATE RELEASE
February 26, 2016

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Public will see “Invisible” Air Pollution Uptown Beginning at Sunset March 4

Note to Editors: Media interested in attending the private opening reception of Particle Falls should contact Terry Lansdell regarding opportunities for advance photos and interviews. The media is also welcome at the remote viewing site in the Odell Building from 6:30 – 8:30 p.m. or at the UNC Charlotte Center City building from 8:30 – 9:30 p.m. on March 4.

Charlotte, NC – Clean Air Carolina is pleased to announce the dynamic presentation, **PARTICLE FALLS**, an animated light projection of real-time air quality data designed by artist and scientist Andrea Polli, from March 4th to April 23rd in Charlotte on the west side of UNC Charlotte Center City, 320 E. 9th Street.

Clean Air Carolina will launch PARTICLE FALLS with a private opening reception at a remote viewing site on Friday, March 4, beginning at 6:30 pm with remarks by artist Andrea Polli and UNC Charlotte’s Assistant Professor of Atmospheric Sciences Brian Magi. Public remarks will be made at 8:30 p.m. at the street level demonstration site, UNC Center City.

“What if we could see invisible particulate pollution in the air around you? Particle Falls does that,” stated artist Andrea Polli. “Particle Falls is a work that helps to more effectively connect the complexities of air pollution and climate change to policy makers and the general public. Particle Falls uses media to make cold scientific data touch the emotions of a variety of audiences. People need to feel and understand the importance of air pollution. Particle Falls makes the invisible visible in an extraordinary way.”

Co-sponsored by UNC Charlotte’s College of Art + Architecture along with the Arts & Science Council, and presented in partnership with the UNC Charlotte’s “KEEPING WATCH on AIR” initiative, the eight week event will raise public awareness of the presence and impact of particle pollution in North Carolina

communities. *PARTICLE FALLS* has been demonstrated in several cities across the US, and most recently in Paris during the United Nations Climate Conference.

Clean Air Carolina's Program Director Terry Lansdell noted, "We have worked for a year to bring this important science and art display to Charlotte and North Carolina. It is an attempt to make real what we take for granted. We struggle to test and clean the air we breathe. We ignore its impacts until it is too late. Particle Falls forces us in a most beautiful way, to see the air we breathe and to make the connection to the life we live. We are thankful to our partners at the UNC Charlotte College of Arts and Architecture, KEEPING WATCH on AIR and the Arts and Science Council for making it happen."

Fine particulate matter is a form of air pollution that occurs year-round and is a mixture of solid particles and liquid droplets. Linked to a long list of serious health problems, fine particle pollution can be inhaled deeply into the lungs, enter the bloodstream and cross the blood brain barrier. Charlotte traditionally ranks above the national average of US cities for average annual particle pollution. Some sources of particle pollution in the metro area include cars, trucks, diesel buses, and construction equipment.

Projected onto the west wall of the UNC Charlotte Center City building (320 E. 9th Street), *PARTICLE FALLS* will be seen from many remote locations in uptown Charlotte beginning at sunset (approx. 6:30 pm) each night, rain or shine. The animation is generated by translating real-time particulate matter data from the surrounding air into imagery using specialized computer software created by the artist. The sensing is done using a nephelometer, a scientific instrument that takes in air samples and gathers data about the concentration of particle pollution. When particle pollution is present, visual bursts of bright color illuminate over a background of "falling" blue light onto the building. The more dots of color seen, the more particles detected in the air. The visualization updates with new air data in real time.

Onsite and remote presentations will be offered and open to the public most nights throughout the eight week event by partnering organizations such as Mecklenburg County Air Quality and others.

Visit www.cleanaircarolina.org, www.KEEPINGWATCH.org and www.particlefallsCLT.org.

More images of *PARTICLE FALLS* can be viewed at: <http://bit.ly/1VeaGpi>

Watch a two-minute video of *PARTICLE FALLS* in downtown Pittsburgh:

<https://www.youtube.com/watch?v=Cze5s7y8ZqA>

PARTICLE FALLS Sponsoring Organizations:

Clean Air Carolina is a nonprofit organization based in Charlotte, NC with a satellite office in the Triangle. Our mission is to ensure cleaner air quality for all North Carolinians through education and advocacy and by working with our partners to reduce sources of pollution. Website: www.cleanaircarolina.org.

The **UNC Charlotte College of Arts + Architecture** is a community of visual & performing artists and design professionals who work in both intellectual and material practices. Through education, expertise, and leadership the College models excellence in teaching, scholarly and creative research, and performance in five creative disciplines: architecture, art and art history, dance, music, and theatre. Website: <http://coaa.uncc.edu/>

Organized by the UNC Charlotte College of Arts + Architecture with UNC Charlotte's Urban Institute and Lambla artWORKS, **KEEPING WATCH** is a multi-year initiative designed to foster collaboration across disciplines and interest groups to engage the public in local environmental issues. Through the work of artists, historians, writers, environmental experts, and scientists, KEEPING WATCH has thus far connected community partners and projects to raise awareness and inspire action around three concerns: plastic waste and recycling (2014), water quality and urban streams (2015), and air quality and tree canopy (2016). Website: www.Keepingwatch.org

About the Artist

Andrea Polli is a digital-media artist whose work merges art, science, and technology to address how natural and man-made systems are connected. Since 1999 Polli has focused on environmental science issues in her work and has collaborated extensively with atmospheric scientists. Most recently Polli worked with scientists to develop systems for understanding climate through sound using sonification, a process by which data is translated into sound. Website: www.andreapolli.com.