

For Immediate Release

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Patches of green sprouting across New York City

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It may feel like fall in most of the New York, but on rooftops throughout the city, as little patches of green are sprouting, it feels a little more like spring.

Seeding the City, another public intervention by the artist Eve Mosher, is a rooftop installation 4 square feet of green roof (sedum and grasses) and a bright yellow and green flags with the project logo. The project, two years in the making, will introduce city residents to urban environmental issues and the role that green roofs play in creating a more sustainable city.

Before Mosher installs each green roof, she asks that the recipient put her in touch with two or three neighbors who are interested in the project. This neighbor-to-neighbor referral system creates a community network and gets people talking about sustainability.

The installations are being mapped and documented on the project site, SeedingTheCity.org.

Seeding The City is sponsored, in part, by the Greater New York Development Fund of the New York Department of Cultural Affairs, administered by the Brooklyn Arts Council, Inc. (BAC).

Mosher is an artist that creates art that encourages participation in the urban environment, her 2007 work; HighWaterLine received international attention for raising public awareness about climate change through an arresting public act.

For more information about the artist and her work, visit EveMosher.com, or contact the artist directly at eve@evemosher.com or 646-492-1314.