

# CREATIVETIME GALA 2018

## Creative Time to Honor Artist Pedro Reyes at 2018 Gala And Toast New Executive Director Justine Ludwig

Thursday, October 11, 2018 at 99 Scott, Brooklyn

(NEW YORK, NY — August 2, 2018) — **Creative Time**, the New York-based public art organization, is thrilled to announce artist **Pedro Reyes** as its honoree for the **2018 Creative Time Gala**, the annual fête that brings together the worlds of art, fashion, and philanthropy. The event will take place on **Thursday, October 11, 2018** at **99 Scott**, an industrial warehouse in Bushwick, Brooklyn.

[Tickets available here.](#)

The fundraising event supports Creative Time in its mission to realize art that challenges the status quo, catalyzes civic engagement, and creates moments of wonder and awe. Longtime Creative Time collaborator and honoree **Pedro Reyes** is internationally acclaimed for challenging artworks that address urgent social and political issues such as gun violence, and is truly exemplary of the organization's mission.

"I am honored to be a part of Creative Time history. My experience with the organization has been one of the wildest, most exciting and thoughtful adventures I've ever had — an experience made possible by a group of committed and resourceful idealists who believe in the power of art to affect real change," said artist **Pedro Reyes**.

In 2016, Reyes and Creative Time presented **Doomocracy**, a haunted house of political horrors that addressed the frightening presidential election race at the time, as well as issues that continue to threaten the country today. He also participated in **Pledges of Allegiance** and the **2013** and **2016 Creative Time Summits**. Before joining Creative Time as Executive Director in July 2018, Ludwig was Deputy Director and Chief Curator of the Dallas Contemporary, where she curated Reyes' exhibition *For Future Reference*.

"This is the ideal moment to honor Pedro. His projects such as *Disarm*, *Doomocracy*, and *pUN: The People's United Nations* only feel timelier now given our current socio political reality." said **Creative Time Executive Director Justine Ludwig**. "His works speak to the transformative power of art—how artists can drive pressing dialogues and contribute to envisioning a better tomorrow."



Pedro Reyes. *Doomocracy*, 2016. Photo courtesy of Creative Time.

The evening will be designed and produced by Alexandre de Betak, the creative visionary behind **Bureau Betak**. Guests will enjoy cocktails by **Maestro Dobel** tequila.

Past honorees of Creative Time's annual gala include Opening Ceremony founders **Humberto Leon** and **Carol Lim**, philanthropist **Craig Robins**; art patron and philanthropist **Beth Rudin DeWoody**; and artists **Kara Walker**, **Vik Muniz**, **Julian Schnabel**, among others.

**WHERE**

99 Scott Ave, Brooklyn, NY 11237

**WHEN**

Thursday, October 11, 2018  
6:30PM Cocktails / 8PM Dinner

**HONORING**

Pedro Reyes

**TOASTING**

Justine Ludwig

**TICKETS**

[Tickets and tables may be purchased here.](#)

**MEDIA**

Coverage is by invitation and advanced arrangement only.

## **ABOUT CREATIVE TIME**

Creative Time, the New York based public arts non-profit, is committed to working with artists on the dialogues, debates, and dreams of our time. Creative Time presents the most innovative art in the public realm, providing new platforms to amplify artists' voices, including the Creative Time Summit, an international conference convening at the intersection of art and social justice. Since 1974, Creative Time has produced over 350 groundbreaking public art projects that ignite the imagination, explore ideas that shape society, and engage millions of people around the globe. Since its inception, the non-profit organization has been at the forefront of socially engaged public art, seeking to convert the power of artists' ideas into works that inspire and challenge the public. Creative Time projects stimulate dialogue on timely issues, and initiate a dynamic experience between artists, sites, and audiences.

## **ABOUT PEDRO REYES**

Pedro Reyes (Mexico City, 1972) studied architecture but considers himself a sculptor, although his works integrate elements of theater, psychology and activism. His work takes on a great variety of forms, from penetrable sculptures (*Capulas*, 2002-08) to puppet productions (*Baby Marx*, 2008), (*The Permanent Revolution*, 2014). In 2008, Reyes initiated the ongoing *Palas por Pistolas* where 1,527 guns were collected in Mexico through a voluntary donation campaign to produce the same number of shovels to plant 1,527 trees. This led to *Disarm* (2012), where 6,700 destroyed weapons were transformed into a series of musical instruments. In 2011, Reyes initiated *Sanatorium*, a transient clinic that provides short unexpected treatments mixing art and psychology. Originally commissioned by the Guggenheim Museum in New York City, *Sanatorium* has been in operation at Documenta 13, Kassel (2012), Whitechapel Gallery, London (2013), and OCA, Sao Paulo (2015) among others. In 2013, he presented the first edition of *pUN: The People's United Nations* at Queens Museum in New York City. *pUN* is an experimental conference in which regular citizens act as delegates for each of the countries in the UN and seek to apply techniques and resources from social psychology, theater, art, and conflict resolution to geopolitics. *pUN's* second edition took place at the Hammer Museum in Los Angeles (2015). The third General Assembly of *pUN* took place in December 2015 at the Museum of the 21st century in Kanazawa, Japan. In 2015, he received the U.S. State Department Medal for the Arts and the Ford Foundation Fellowship. In late 2016, he presented *Doomocracy*, an immersive theatre installation commissioned by Creative Time. He held a visiting scholar position at Massachusetts Institute of Technology's for the fall of 2016, and was MIT Center for Art, Science & Technology's inaugural Dasha Zhukova Distinguished Visiting Artist. In addition to his artistic practice, Pedro Reyes has curated numerous shows and often contributes to art and architectural publications. He lives and works in Mexico City.

## **CONNECT**

Instagram: [@CreativeTimeNYC](#)

Twitter: [@CreativeTime](#)

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#CTGala

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