

GOODMAN TAFT

Sampan / ANNOUNCEMENTS

Unique partnership brings public art to Boston's two most visited districts

March 3, 2016

The Verb Hotel and Rose Kennedy Greenway to host touring installation: In Search of the Truth (The Truth Booth) by the Cause Collective



The Truth Booth

A unique partnership between development firm Samuels & Associates, arts organization GT Public, and the Rose Kennedy Greenway is bringing a dynamic contemporary public art installation to Boston. In Search of the Truth (The Truth Booth) is a portable inflatable booth that invites members of the public to complete the statement "The truth is..." from their own perspectives.

The Truth Booth will be at The Verb Hotel from April 11 – 12 and moving to the north end of The Greenway April 13 – 15. As related programming, the founding Cause Collective artist Hank Willis Thomas will be speaking April 12th at 6:30pm at School of the Museum of Fine Arts, Boston (all lectures are free and open to the public).

Initiated in 2011, The Truth Booth is a multi-year collaboration between artists Hank Willis Thomas, Ryan Alexiev, Jim Ricks, and Will Sylvester of the Cause Collective. The Truth Booth is a thought-provoking participatory experience that seeks to capture our definitions, confessions, and thoughts on 'The Truth', adding to a diverse portrait of people around the world. The recorded statements contribute to a growing global [archive](#) of collective social commentary.

"Capturing social dialogue is a powerful artistic medium for representing a community's voice," says Lucas Cowan, Public Art Curator for the Rose Kennedy Greenway

Conservancy. “The language of the diverse residents of – and visitors to – both the Fenway and Greenway will reveal an authentically Boston ‘truth.’ We’re pleased to collaborate with Samuels & Associates and GT Public to uncover those feelings.”

“We are delighted to bring this global project to Boston through partnerships with two iconic sites: the Fenway neighborhood at opening day and the Greenway. At the Verb, the Truth Booth will connect a broad audience to the growing and vital conversation around temporary art and its publics that is emerging throughout Boston” said Dina Deitsch, Director of Curatorial Projects for GT Public.

“What we love about The Fenway is its energy and sense of possibility; public art in the neighborhood is one more way to embrace that creativity and drive more conversations,” said Peter Sougarides, Principal at Samuels & Associates. “We are committed to bringing more public art to The Fenway, and look forward to future collaborations with like-minded organizations, like The Greenway, GT Public and our neighbor, the School of the Museum of Fine Arts.”

These two environments – The Verb Hotel, a museum in itself that offers a cultural panorama of life in Boston dating back to the ‘60s, and The Greenway, a mile-and-a-half of contemporary parks in the heart of Boston that connects people and the city with beauty and fun – embody a spirit of creativity and possibility aimed at driving the city’s conversations about public art and public spaces forward.

The partnership is made possible through GT Public, an arts organization in Boston dedicated to bringing innovative contemporary art projects and programs to public spaces through collaborative models, and the non-profit Greenway Conservancy. The Truth Booth will believe at the Verb Hotel in The Fenway April 11th from 11:00am to 7:00pm and April 12th from 11:00am to 6:00pm, followed by a move to the Greenway April 13th – 15th from 12:00pm to 7:00pm. On April 12th, artist Hank Willis Thomas will speak at the School of the Museum of Fine Arts [Visiting Artist Lecture Series](#).



The Truth Booth



Stills from ©ause Collective's Truth Booth. Galway, Ireland 2011

Learn more about the artists and The Cause Collective, visit their website, www.causecollective.com.

About the Cause Collective

The CAUSE COLLECTIVE is a team of artists, designers and ethnographers creating innovative art in the public realm. Our projects explore and enliven public spaces by creating a dynamic conversation between issues, sites and the public audience. By exploring ideas that affect and shape society, we seek to add the “public” back into public space and art.

About The Rose Kennedy Greenway Conservancy (www.rosekennedygreenway.org)

The Rose Kennedy Greenway is a mile-and-a-half of contemporary parks in the heart of Boston. The Greenway, a roof garden atop a highway tunnel, connects people and the city with beauty and fun. The non-profit Conservancy maintains, programs, and improves The Greenway on behalf of the public and in partnership with the Commonwealth of Massachusetts.

About GT Public

An endeavor established by Goodman Taft in 2016, GT Public is committed to organizing art installations and programs in the public realm. Working collaboratively with private and public sector partners, GT Public aims to create new opportunities for public engagement. The platform is poised to present temporary and permanent outdoor art commissions that speak to broad audiences at sites in the Northeast and beyond.

About The Verb Hotel

The Verb is a dynamic reimagining of a classic mid-century motel, which reconnects it with the rich musical and artistic roots of the surrounding Fenway neighborhood. Located at 1271 Boylston Street in Boston, the property builds on the legacy of the Fenway Motor Hotel that first opened its doors in 1959; fully restoring its now iconic modernist architecture. With an unconventional, often irreverent attitude showcased through its interior décor, and rare music and pop-culture memorabilia from Boston's heritage, supplied and curated by the Boston Phoenix archive, the concept seamlessly melds the best of Boston's past with the spirited culture of modern-day Fenway. Developed by Samuels & Associates in partnership with Weiner Ventures and Spot-On Ventures, The Verb is an Elkus Manfredi Architects designed hotel. Managed by Spot On Ventures, the property features an outdoor pool and 93 guest rooms at an affordable luxe price point. The Verb's signature restaurant and bar, Hojoko, from James Beard Award-winning Chef Tim Cushman and wife Nancy Cushman, opened its doors August 2015. For more information, visit theverbhotel.com.

About Samuels & Associates

Samuels & Associates, headquartered in Boston, MA, has been building communities for more than two decades. Pioneers in development, leasing and merchandising, and property management, the Samuels & Associates team specializes in creating mixed-use development projects with active pedestrian spaces, flexible and inspiring commercial spaces, and dynamic combinations of retailers and restaurateurs. Samuels & Associates is guided by the belief that people should live, work, shop and play in dynamic