

MIAMI BEACH

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MEDIA ALERT

FOR IMMEDIATE RELEASE
November 25, 2019

Press Conference for Leandro Erlich's *Order of Importance*

WHO/WHAT: Please join the City of Miami Beach on Monday, December 2 at 9 a.m. for a press conference and walk-through of *Order of Importance*, a monumental temporary installation on the shore of Miami Beach.

Taking place from December 1–15, 2019, Erlich's playful and surreal installation for Miami Beach will recast the 21st century traffic jam as 66 life-sized sculptures of cars and trucks queued at an imaginary stand still on the oceanfront at Lincoln Road.

Internationally renowned for combining elements of sculpture, architecture, and theater to disrupt the audience's natural view of the world, Erlich's colossal installation will be the largest work produced by the artist to date.

The site-specific work has been commissioned by the City of Miami Beach and curated by Ximena Caminos in collaboration with Brandi Reddick, Culture Affairs Manager at the City of Miami Beach. This work marks the city's first-ever temporary public art project.

Visitors will be able to walk through *Order of Importance*'s strikingly familiar scene of modernity from December 1—15, coinciding with Miami Art Week.

WHEN: **Monday, December 2 at 9 a.m.**

WHERE: Beachfront at Lincoln Road, *Order of Importance* Hospitality Tent

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