

The Los Angeles County Museum of Art (LACMA) and Snap Inc. Release Next Collection of AR Monuments as Part of the LACMA × Snapchat: Monumental Perspectives Initiative

Three new augmented reality monuments, exploring changing landscapes and memory, launch on April 18.

(Los Angeles, CA—April 18, 2022) The Los Angeles County Museum of Art (LACMA), in collaboration with Snap Inc., launches the second collection of LACMA × Snapchat: Monumental Perspectives projects today. This multi-year initiative brings together primarily Los Angeles-based artists and AR Creators to design augmented reality monuments that explore some of the histories of Los Angeles communities in an effort to highlight perspectives from across the region. These augmented reality monuments were built using Snapchat’s technology.

The second collection of AR monuments include Judy Baca’s revival of the stories depicted in her ongoing mural, *The Great Wall of Los Angeles*; Sandra de la Loza’s recollection of past ecologies along the Los Angeles River and Willowbrook, inspired by the Tongva tribe; and Kang Seung Lee’s amplification of activist leaders who worked to rebuild their communities following the 1991 murder of Latasha Harlins and the L.A. Uprising.

The three new augmented reality Lenses are designed to be experienced at locations across Los Angeles through the Snapchat Camera. Beginning today, Kang Seung Lee’s piece can be activated at Algin Sutton Recreation Center and Sandra de La Loza’s Lens at Earvin “Magic” Johnson Park. Judy Baca’s work will be available at *The Great Wall of Los Angeles* later this summer. Those in the area can discover the AR monuments easily by looking for their markers on the Snap Map, which will pinpoint their locations and share more detail about each work. All three monuments can also be viewed by anyone around the world on Snapchat by searching in Lens Explorer, via the Snap Map, and by scanning the Snapcodes at lacma.org/monumental.

“A multi-year initiative with Snap and the Mellon Foundation, Monumental Perspectives empowers artists and technologists to collaborate and create artworks in the virtual space. We are pleased to share the second collection of AR monuments with our audiences today,” said Michael Govan, LACMA CEO and Wallis Annenberg Director. “Exploring themes of changing landscapes and memories, artists Judy Baca, Sandra de la Loza, and Kang Seung Lee engage with technology to memorialize communities and ecosystems that are deeply connected to Los Angeles.”

“These AR monuments explore the evolution of Los Angeles and communities within it,” said Bobby Murphy, co-founder and CTO at Snap Inc. “We’re thrilled to continue working with LACMA to bring awareness to the history of the city, as well as empower artists and Lens creators to educate the world through a new perspective with the help of AR.”

The release of today’s AR monuments coincides with the International Day for Monuments and Sites. Over the next several months, the project will offer a dynamic schedule of related programming including a musical performance, nature walks, art-making workshops, and more.

The Mellon Foundation, the largest funder of the arts, culture, and humanities in the U.S., continues to support LACMA’s role in Monumental Perspectives as part of the foundation’s “The Monuments Project,” a five-year, \$250 million commitment to transform the way our country’s histories are told in public spaces.

“These remarkable AR monuments expand our collective understanding of the many histories of Los Angeles, and the many vibrant stories of its communities,” said Elizabeth Alexander, President of the Mellon Foundation. “The aim and the ambition of the Monuments Project is to reimagine our country’s commemorative landscape. It is revelatory work like that of Kang Seung Lee, Sandra de la Loza, and Judy Baca that conveys both the creativity and the possibility we are excited to see in new monuments.”

Monumental Perspectives launched in December 2020 and the first collection of AR monuments was released in April 2021. The first collection of artists included Mercedes Dorame, I.R. Bach, Glenn Kaino, Ruben Ochoa, and Ada Pinkston. Each artist worked with Snap Lens Creators to create new monuments highlighting local Los Angeles stories.

About the Monuments

Judy Baca

The River Once Ran, 2022

***The River Once Ran* may be experienced from anywhere at lacma.org/baca. This monument will also be available at *The Great Wall of Los Angeles* (12900 Oxnard St, North Hollywood, CA 91606) in the summer of 2022; date to be announced.**

The River Once Ran transforms the concrete basin of Los Angeles River into a landscape teeming with plant and animal life. This work is situated alongside Judy Baca’s iconic half-mile mural *The Great Wall of Los Angeles* (1978–ongoing), conceptualized by the artist as a “tattoo on the scar where the river once ran.” The Lens activates different layers of history at this site, exploring the consequences of the taming

of the river, the intelligence of plants and animals, and the purposeful recovery of the history of diverse communities in California from prehistoric times to the 1950s.

Sandra de la Loza

What the Willow Whispers, 2022

***What the Willow Whispers* may be experienced at Earvin “Magic” Johnson Park (905 E El Segundo Blvd, Los Angeles, CA 90059) or from anywhere at lacma.org/delaloza.**

Los Angeles artist Sandra de la Loza imagines monuments that are alive and dynamic like the creek that once flowed near Earvin “Magic” Johnson Park. In *What the Willow Whispers*, she animates the arroyo willow that lived along Compton Creek, the last major tributary of the Los Angeles River before it spills into the Pacific. Her Lens revives the native plants that construction and an oil storage facility once diminished. Trees, birds, and animals resurface from a primordial pool that bursts through concrete. Music by local artist Carlos Niño & Friends add the sound of wind, water, and seed pods rattling into the environment. The ecosystem in the lens grows and transforms by season, illustrating how the land is interconnected with time and history. *What the Willow Whispers* recalls the past to urge a vision of new ecologies in the future.

Kang Seung Lee

la revolución es la solución!, 2022

***la revolución es la solución!* may be experienced at Algin Sutton Recreation Center (8800 S Hoover St, Los Angeles, CA 90044) or from anywhere at lacma.org/lee.**

Kang Seung Lee engages with recent history through a methodical process of redrawing imagery from community-based archives. *la revolución es la solución!* stems from activist responses to the 1991 murder of Latasha Harlins, a 15-year-old African American girl who was shot by Soon Ja Du, Korean American owner of the Empire Liquor store. Lee uses kites associated with Korean memorial services and New Year’s celebrations to map out the responses of activists initiated by community leaders after Harlins’s death. Lee wishes to amplify the voices and actions of activist leaders who have worked across racial and class lines to rebuild their communities. Lee’s project was originally conceived for the 25th anniversary of the 1992 Los Angeles Uprising and is reconfigured to document the ongoing work of the Latasha Harlins Foundation, K-Town '92, Mothers Reclaiming Our Children (Mothers ROC), as well as CARECEN’s (Central American Resource Center) important role in bringing to light the mass deportations in the wake of multi-ethnic protests. Lee uses the transformational and lyrical qualities of animation to map virtual kites onto the sky. These kites flutter between the pain of the past and the hope for alliances and actions across communities, now and into the future.

Related Programming

A Gateway to Sky: Kite Activation

Saturday, April 30, 2022 | 10 am–12 pm

Location: Algin Sutton Recreation Center

Inspired by Kang Seung Lee's augmented reality monument *la revolución es la solución!*, Korean kite artist Stevie Choi will lead a hands-on workshop explaining the significance of kite making in Korean cultural traditions and design a unique kite. In addition, art kits and activity guides will be available for pick up at partnering organizations and sites.

A Musical Afternoon with Sandra de la Loza and Friends

Saturday, May 21, 2022 | 2–4 pm

Location: Earvin “Magic” Johnson Park

A musical performance with Carlos Niño & Friends in celebration of Sandra de la Loza's augmented reality monument, *What the Willow Whispers*. Featured musicians include Surya Botofasina and Aaron Shaw.

Mindful Morning Walk

Saturday, June 4, 2022 | 10–11:30 am

Location: Earvin “Magic” Johnson Park

A guided nature walk inspired by *What the Willow Whispers*, an artwork by Sandra de la Loza. Following the walk, create a two-dimensional assemblage inspired by the park's colorful patterns.

Poetry in Color: A Virtual Slam

Summer 2022

Location: TBA

By examining the relationship of Judy Baca's *The River Once Ran* and the impact it has on community, location, and history, select poets will present original poems in response to the deeper significance of *The Great Wall of Los Angeles*.

Credit

LACMA × Snapchat: Monumental Perspectives is made possible by Snapchat. Major support for the initiative is provided by the Mellon Foundation.

About LACMA

Located on the Pacific Rim, LACMA is the largest art museum in the western United States, with a collection of more than 147,000 objects that illuminate 6,000 years of artistic expression across the globe. Committed to showcasing a multitude of art histories, LACMA exhibits and interprets works of art from new and unexpected points of view that are informed by the region's rich cultural heritage and diverse population. LACMA's spirit of experimentation is reflected in its work with artists, technologists, and thought leaders as well as in its regional, national, and global partnerships to share collections and programs, create pioneering initiatives, and engage new audiences.

Location: 5905 Wilshire Boulevard, Los Angeles, CA, 90036. lacma.org

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Connect with LACMA

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About Snap Inc.

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.

About The Mellon Foundation

The Mellon Foundation is the nation's largest supporter of the arts and humanities. Since 1969, the Foundation has been guided by its core belief that the humanities and arts are essential to human understanding. The Foundation believes that the arts and humanities are where we express our complex humanity, and that everyone deserves the beauty, transcendence, and freedom that can be found there. Through our grants, we seek to build just communities enriched by meaning and empowered by critical thinking, where ideas and imagination can thrive. Learn more at mellon.org/.