

# VisualGapGallery

## MARY MOON

project



Northern Avenue in Yerevan

With the swift creation and construction of Northern Avenue, the active restructuring work of the city of Yerevan has become more evident since the year 2004. A number of different environmental organizations (both governmental and non-governmental) have been reporting their concerns, through different channels, about the damage done to the city's green belts, with the construction of Northern Avenue. This is a disturbing problem for us all.

Every citizen's potential needs to be realized to show regard towards the environment, while prioritizing our inseparable relationship with the planet earth rather than our fast paced "productivity"; the potential to preserve what we still have and activate mankind's "dulled senses" towards Mother Nature.

Up until now, artists presented their works in galleries and public places mainly for a very narrow circle of audiences, where this theme would be debated. I suggest, for the message to reach the wider masses, presenting a performance piece right in the center of Yerevan, specifically chosen to punctuate the location itself, and to have the opportunity to attract the public at large into this ongoing movement. The performance will force every one to reflect upon this matter: Will they continue their lives in Yerevan with clean, breathable air or live in some dusty, polluted, industrialized, deserted city which will be unrecognizable to us years from now?

Since this problem is present not only in Yerevan but also in other cities and regions of the country, I suggest presenting this performance throughout Armenia and leaving behind only good examples of the opportunity once again to look and really see the state of our surrounding environment.

For more information please contact the gallery

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