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Left: Alfredo Jaar, *A Logo for America*, 1987/2014, Public intervention, Digital animation commissioned by The Public Art Fund for Spectacolor sign, Times Square, New York, April 1987, Courtesy Times Square Alliance, New York and the artist, New York
Right: portrait of the artist. Photograph: Jee Eun Esther Jang

World-renowned artist, architect, and filmmaker Alfredo Jaar will speak at FIU's annual Breakfast in the Park

MIAMI (October xx, 2021)— FIU's Patricia & Phillip Frost Art Museum will celebrate its 17th annual Breakfast in the Park (an official Art Basel Miami Beach event) on Sunday, December 5, 2021, welcoming a small group of patrons to enjoy a complimentary breakfast, a lecture by noted artist, architect, and filmmaker, Alfredo Jaar and guided tours of the museum's Sculpture Park and current exhibition, *Retrospectrum Bob Dylan*. Born in Chile, Jaar lives and works in New York. His works have been shown extensively around the world.

"Every year since 2004, the Frost Museum has welcomed guests to FIU to enjoy breakfast and to hear from a noted artist," said Jordana Pomeroy, director of the Patricia & Phillip Frost Art Museum.

This year, the lecture and breakfast will be ticketed with limited seating capacity. The Frost will also live-stream Jaar's lecture on Facebook.

"On the week when the global art world convenes in Miami, we close it out by welcoming all to see the great work we are doing, including a vibrant exhibition schedule and educational programming in Miami this year," Pomeroy said. "it's our goal to engage the community and visitors to Miami with artists whose ideas and work shape the art world," Pomeroy added.

The Frost's featured speaker this year, for over 40 years, Jaar has used photographs, film, installation, and new media to create compelling works that examine complex socio-political issues and the limits and ethics of representation. By using a hybrid form of art-making, Jaar has consistently provoked, questioned, and searched

for ways to heighten our consciousness about issues often forgotten or suppressed in the international sphere, while not relinquishing art's formal and aesthetic power. Perhaps his best-known work, *A Logo for America* (1987) comprises a sequence of projections overlooking a U.S. army recruitment station in Times Square, including the outlined map of the U.S. with the words "This Is Not America" written across, and the word "America" superimposed over all the Americas—North, Central, and South. "There's this huge gap between reality and its possible representations. And that gap is impossible to close," Jaar has said. "So as artists, we must try different strategies for representation."

This event is made possible by West Kendall Baptist Hospital.

About Alfredo Jaar:

Alfredo Jaar is an artist, architect, and filmmaker who lives and works in New York. His work has been shown extensively around the world. He has participated in the Biennales of Venice (1986, 2007, 2009, 2013), Sao Paulo (1987, 1989, 2010, 2021) as well as Documenta (1987, 2002).

Jaar has realized more than seventy public interventions around the world. Over sixty monographic publications have been published about his work. He became a Guggenheim Fellow in 1985 and a MacArthur Fellow in 2000. He received Chile's National Prize in 2013, the Hiroshima Art Prize in 2018 and the Hasselblad Award in 2020.

His work can be found in the collections of The Museum of Modern Art and Guggenheim Museum, New York; Art Institute of Chicago and Museum of Contemporary Art, Chicago; MOCA and LACMA, Los Angeles; MASP, Museu de Arte de São Paulo; TATE, London; Centre Georges Pompidou, Paris; Stedelijk Museum, Amsterdam; Centro Reina Sofía, Madrid; Moderna Museet, Stockholm; MAXXI and MACRO, Rome; Louisiana Museum of Modern Art, Humlaebeck; Hiroshima City Museum of Contemporary Art and Tokushima Modern Art Museum, Japan; M+, Hong Kong; and dozens of institutions and private collections worldwide.

About the FIU Patricia & Phillip Frost Art Museum:

One of the largest art museums in Florida, the Patricia & Phillip Frost Art Museum at Florida International University was founded in 1977 and is the Smithsonian Affiliate in Miami.

The museum's mission is three-fold: to be a campus resource for the entire FIU community; to offer interdisciplinary training in the arts for the next generation of artists and art historians; and to serve as a premier cultural destination for the residents of Miami, and visitors.

Admission to the museum is always free. The Frost is accredited by the American Alliance of Museums and is located on the FIU MMC Campus at 10975 SW 17 Street. Open Tuesday-Saturday 10:00 a.m.- 4:45 p.m., and Sunday noon-4:45 p.m. Closed on Mondays and most legal holidays. The Sculpture Park is open every day. For more information, visit frost.fiu.edu.

About FIU:

Florida International University is a [Top 50 public university](#) that drives real talent and innovation in Miami and globally. High research (R1) activity and high social mobility come together at FIU to uplift and accelerate learner success in a global city by focusing in the areas of environment, health, innovation, and justice. Today, FIU has two campuses and multiple centers. FIU serves a diverse student body of more than 58,000 and 270,000 Panther alumni. U.S. News and World Report places dozens of FIU programs among the best in the nation, including international business at No. 2. Washington Monthly Magazine ranks FIU among the top 20 public universities contributing to the public good.