

Greenway Announces Receipt of Fourth Americans for the Arts Award

Matthew Hoffman's MAY THIS NEVER END, commissioned by the Greenway Conservancy, has been recognized as among the country's best public artworks in 2016

EMBARGOED UNTIL June 16, 2017 – BOSTON, MA – The Rose Kennedy Greenway Conservancy (rosekennedygreenway.org) today announced the receipt of its fourth prestigious annual award from the Americans for the Arts' [Public Art Network](#) Year in Review. Matthew Hoffman's *MAY THIS NEVER END*, commissioned by the Conservancy and exhibited from January 2016 to April 2017, was recognized as among the best artworks in the country for 2016.

Hoffman's textual artwork, made of bright yellow high density polyethylene, was attached to a fence on [Greenway Parcel 12](#), near Faneuil Hall and the North End Parks. The 4' x 319' artwork read, "Nothing's for keeps. Except that we must keep going. You'll spend your entire life searching, ok? We all want to belong. So let's all get along. Make the most, and hope. May this never end." Matthew Hoffman, a Chicago-based artist and designer, is the Custodian of "You Are Beautiful," a project to better the world in little ways.



Matthew Hoffman's *May This Never End*, 2016

The Conservancy has previously won three other awards from Americans for the Arts for commissioned artworks. The mural on the Greenway Wall at Dewey Square by Brazilian twins Os Gemeos, *The Giant of Boston*, was recognized for 2012. Shinique Smith's 2014 mural on the Greenway Wall, *Seven Moon Junction*, also won the prestigious award. Last year, Kyu Seok Oh's *Wandering Sheep* sculpture in the Greenway's Chinatown Park was named one of the best public art projects of 2015.



Kyu Seok Oh's *Wandering Sheep*, 2015

"I'm delighted that our public art program continues to receive national recognition and offer congratulations to Matthew," said Lucas Cowan, Public Art Curator for the Rose Kennedy

Greenway Conservancy. "We appreciate the private funding support we receive to commission these innovative artworks."



Os Gemeos' *The Giant of Boston*, 2012

Hoffman's work was chosen, along with 49 other outstanding public arts projects created in 2016, by a jury from 325 entries. The roster of winning projects was unveiled today at Americans for the Arts' 2017 Annual Convention in San Francisco. The artworks selected for the Public Art Network *Year in Review* can be seen [on this page](#).



Shinique Smith's *Seven Moon Junction*, 2014

Currently on exhibit on The Greenway are five contemporary artworks, with more set for installation this summer. Chris Templeman's [Make and Take](#) is producing 3D roosters in Chinatown Park. Kawandee Virdee's mural [Pink Lines as Concentric Arches on Yellow \(Boston Bloom\)](#) is in Lincoln Street Triangle. Mehdi Ghadyanloo's [Spaces Of Hope](#) mural is on The Greenway Wall at Dewey Square Park. Mark Reigelman's [The Meeting House](#) is near Oliver Street on the Greenway. Meredith James' [Far from this setting in which I now find](#)

[myself](#) is near Hanover Street. Additional works will be installed this summer as part of [The Greenway's 2017 Playful Perspectives](#) art exhibit.

About The Greenway (www.RoseKennedyGreenway.org)

The Rose Kennedy Greenway, a roof garden atop a highway tunnel, is a contemporary public park in the heart of Boston. The non-profit Greenway Conservancy maintains, programs, finances, and improves the 1.5-mile Greenway on behalf of the public. The Greenway welcomed a record 1.38 million visitors in 2016 for The Greenway Carousel, events, Wi-Fi, and Mobile Eats food trucks, plus millions more visitors who enjoyed the fountains, plazas, and gardens. The Conservancy has won numerous awards, including for our organic landscape care and park programming.



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About Matthew Hoffman

Matthew has an expansive portfolio that has been exhibited internationally. He is author of a book on the movement he created, aptly titled *A Decade of You Are Beautiful*, and his ideas and work have been included in *GOOD Magazine*, *The New York Times Magazine*, and *ReadyMade Magazine*. He has been published in a number of books by Gestalten, Droog, and Taschen, and was featured in a segment on the Oprah Winfrey network. To learn more about the artist visit: www.heyitsmatthew.com

About Americans for the Arts

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C., and New York City, it has a record of more than 55 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

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