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FOR IMMEDIATE RELEASE – PHOTO OPPORTUNITY EVENT ON AUGUST 15th at 7PM

LOCAL ARTIST USES 101 BIKE RIMS TO CREATE ‘MOONSCAPE’ SCULPTURE ARCH – TO BE UNVEILED AT THE ARTS CENTRE ON AUGUST 15th!

Take a big idea. And then make it bigger. That’s what local artist Jefferson Campbell-Cooper of Hillsburgh Ontario did when he came up with his idea to create a ‘Moonscape’ arch that would be part of the outdoor Paths That Connect Us art project at the Elora Centre for the Arts. “I wanted to give the impression that the bike rims were emerging from the ground and then arching over the path, and back into the ground” says Campbell-Cooper. “It symbolizes the ‘cycle’ of life, a beginning, a high arching mid point, and then the period where we emerge back into the earth. It’s a circular flow of life that connects us to each other, the earth, and to new beginnings” he says.

The sculpture incorporates 101 salvaged bike rims, donated by the community, symbolizing the beauty of found and repurposed objects while promoting the importance of biking and getting out in nature as a vital component to a healthy life. “The theme of our art pathway project is connection” says Arts Centre Executive Director Lianne Carter. “We feature artist-designed maps along the pathway to encourage people to explore the bike and walking trails within our community. This bike rim sculpture is a strong visual connection to that” she says.

Campbell-Cooper didn’t fully realize the magnitude of his idea, and how difficult it would be to pull off. “There was definitely more welding than I expected” he says with a laugh. “I had to go back to the drawing board several times, and it took much longer than I anticipated before I was happy with the end result.” The effort was worth it in the end, and the result is truly a visual wonder.

The community is invited to the official unveiling of the sculpture, with a chance to talk to the artist and learn a bit more about his “vision to fruition” process involved. Thursday August 15th at 7PM in the yard at the Elora Centre for the Arts. There will also be a [free concert in the yard](#) that evening, featuring local musician Kyle Burton.

This is not Jefferson Campbell-Cooper’s first bike-inspired art project, he has developed projects that come from his understanding of science, transportation and life experience that advocate for social consciousness and aspirations for a heightened human generosity and awareness. In addition to being an internationally recognized artist for his drawing, painting, sculpture and performance art, Campbell-Cooper holds an MFA from Meadows School of Fine Arts and a BFA from Nova Scotia College of Art.

For more information about the artist please visit his website <http://www.jeffersonsculpture.com/>

For more information about the bike rim sculpture, the behind-the-scenes of the process, and the unveiling event on August 15th at 7PM, please visit our website at <https://eloracentreforthearts.ca/projects/outdoor-pathways-project/meet-jefferson-campbell-cooper/>

or

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