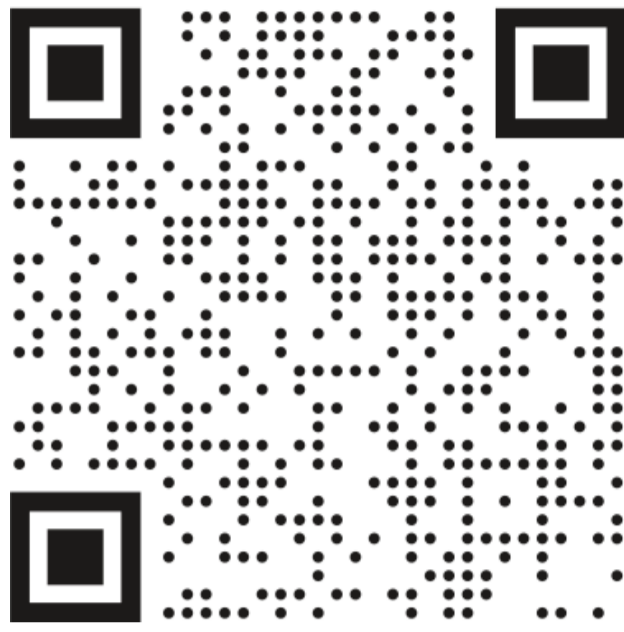




## Paula Crown covers Rockefeller Center with positive thoughts

Giulia Guido · 1 day ago · Art

We need positive messages, little phrases that make our days better. This is the idea behind the latest project by American artist Paula Crown, who presented **"EMANARE"** on 7 September.



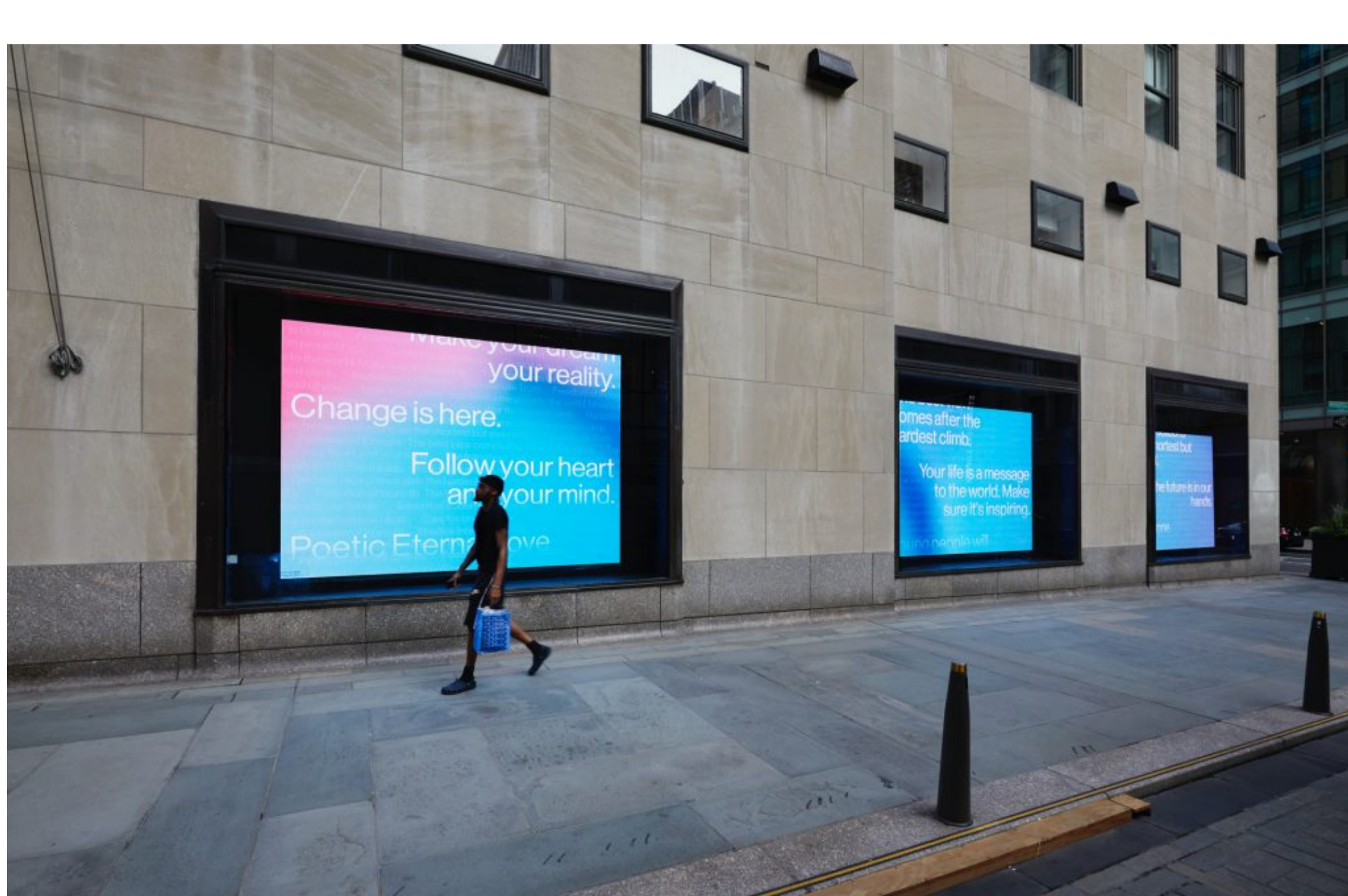
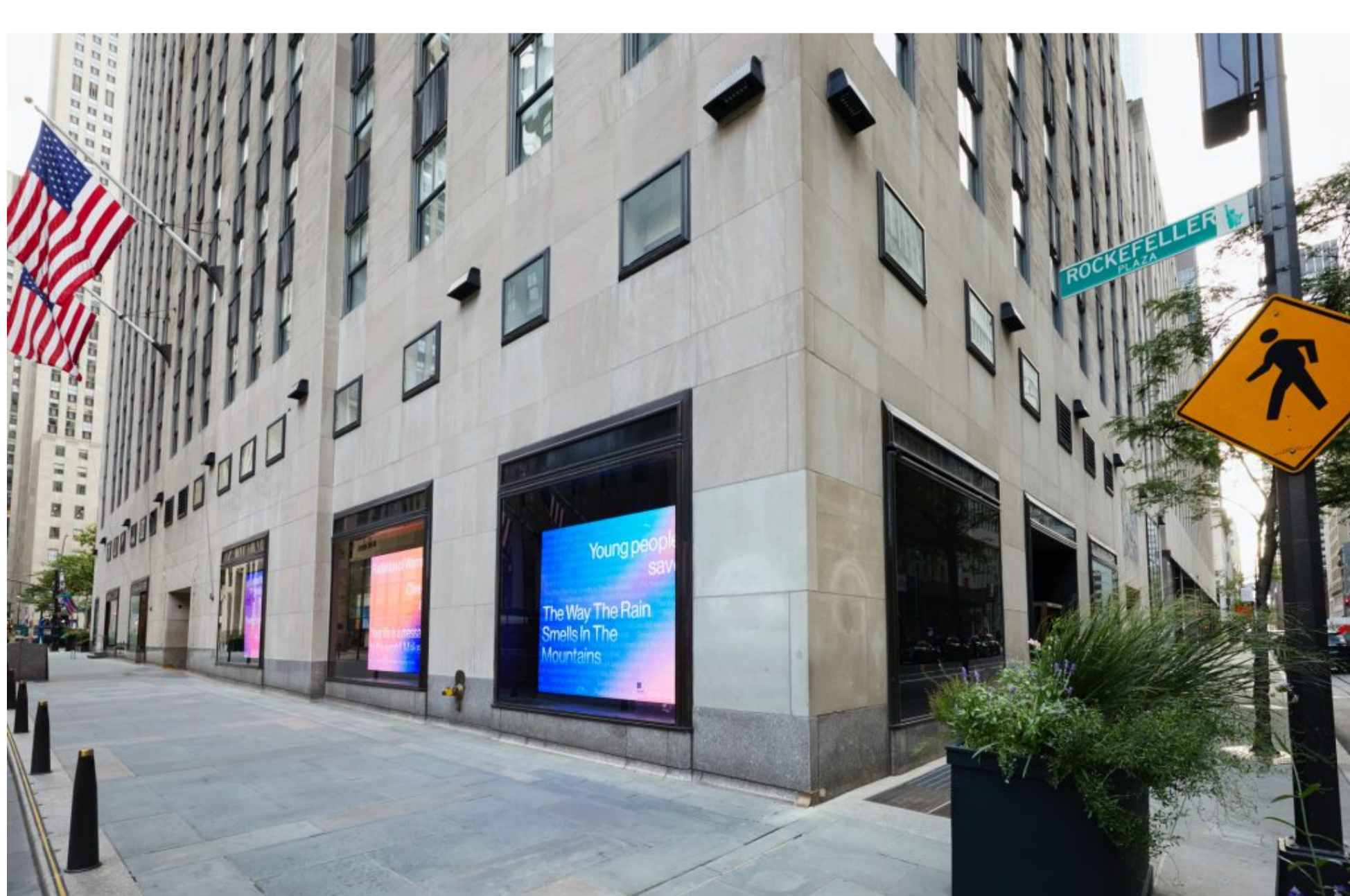
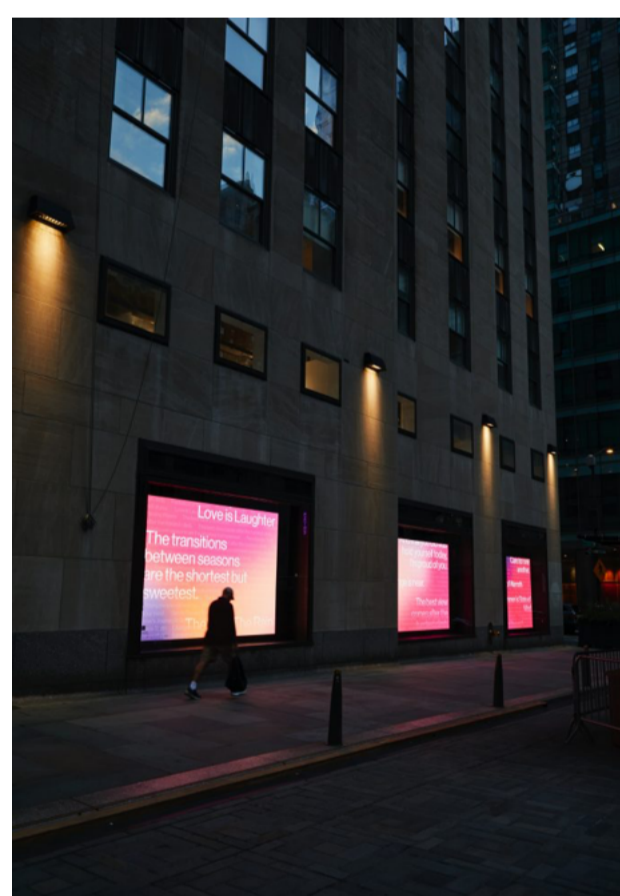
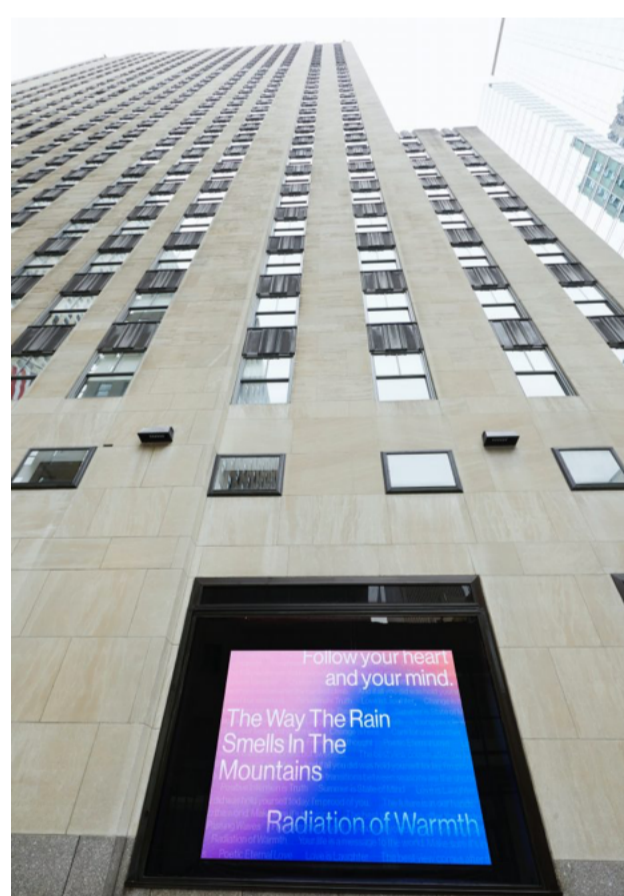
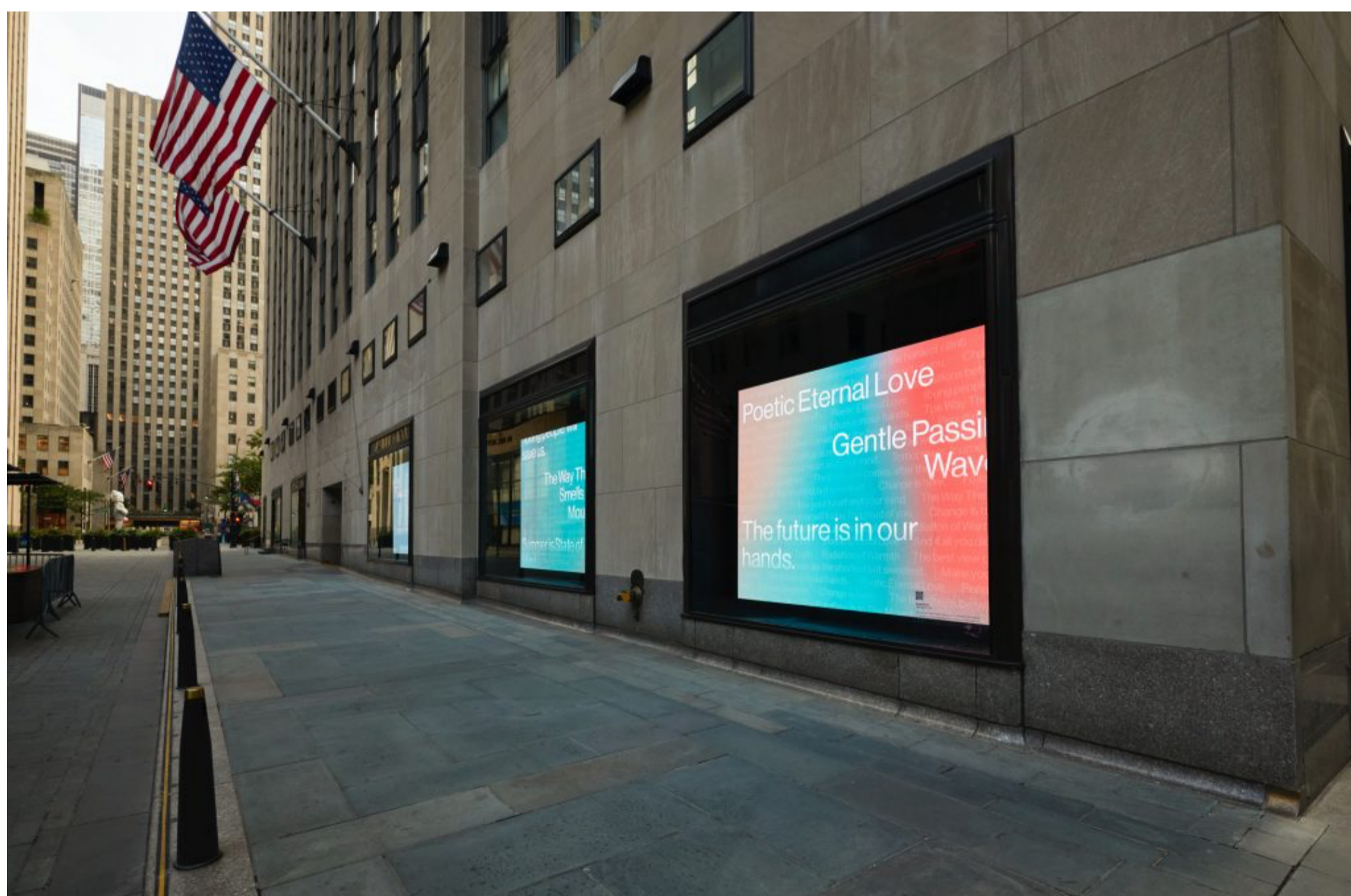
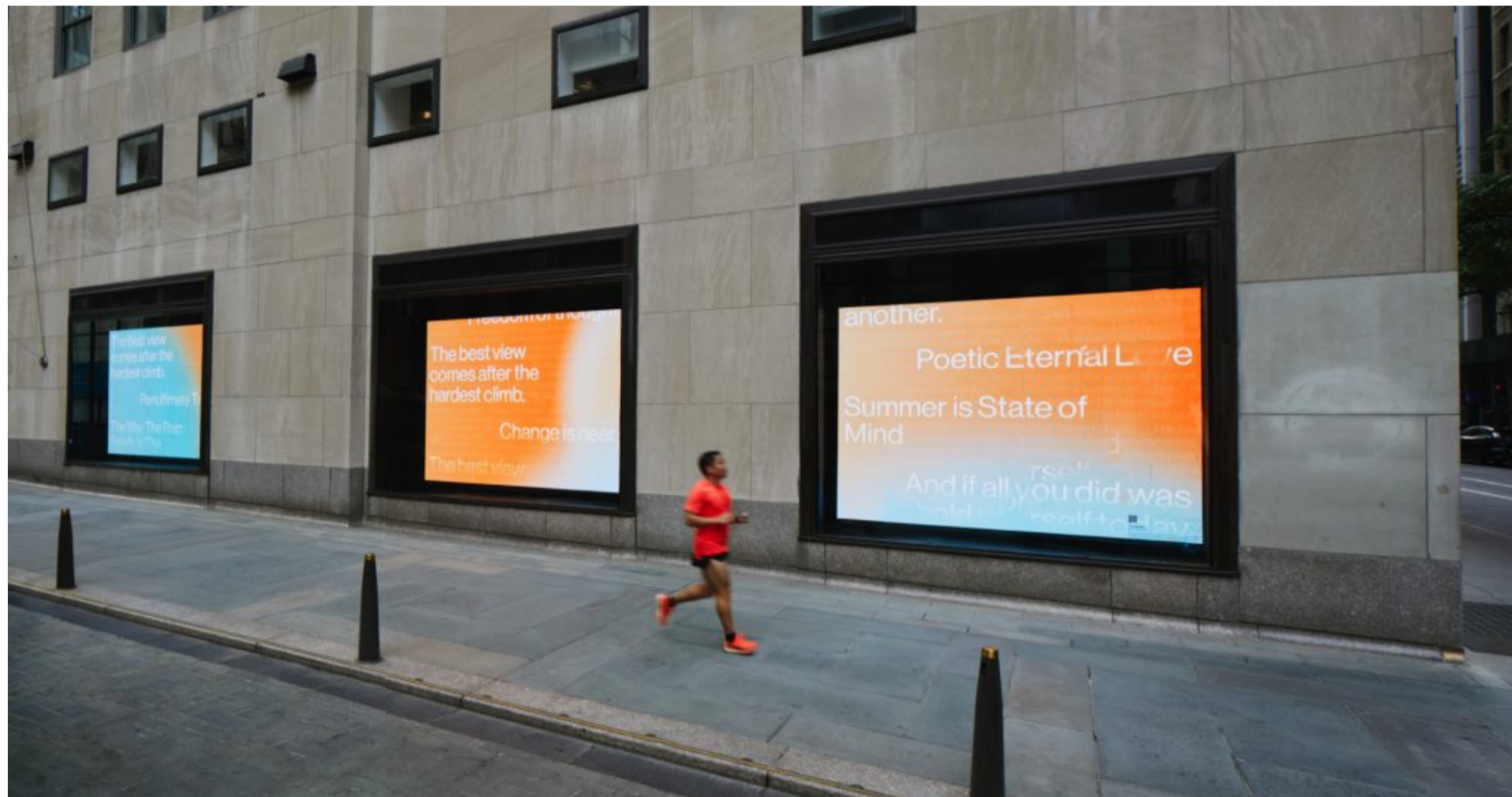
It is an interactive work installed at the **Rockefeller Center**: giant screens have been placed on the street level so that every day thousands, indeed millions, of people walk past.

But what do these screens project? Phrases and motivational messages that anyone can send by going to the [project website](#) or framing the dedicated QR code.

On delicate, colourful backgrounds taken from Paula Crown's own paintings, dozens and dozens of phrases are layered, united and merged endlessly. *"The best view comes after the hardest climb"*, *"The future is in our hands"*, *"Make your dream your reality"* are just some of the thoughts that the citizens wanted to share with everyone else.



*"In these disorienting times, how can we utilize positive and contemplative intentions to affect energy in the world? By engaging with affirmative ideas, I invite the viewer to add their positive emanation as an act of unity via collective activation – solo together."* – Paula Crown



Words by Giulia Guido