

MEDIA RELEASE

Canada's cold weather capital transformed into cozy city with international public art installation during one of the world's largest winter festivals

(OTTAWA – February 5, 2010) This February, visitors to Canada's capital city for one of the largest winter festivals in the world will be greeted not only with cold weather, the world's largest skating rink and glittering ice sculptures, but a **unique large-scale winter-themed urban art installation** that is the result of a collaboration between artists, crafters and designers from around the globe.

The *Winterlude Urban Cozy Project* will transform the wintery landscape of Canada's capital region during the 32nd edition of Winterlude. "Urban cozies" have been submitted by artists, crafters and designers from across Canada, the United Kingdom, Europe, Australia, Africa and the U.S. to be wrapped around trees, lampposts, benches and other urban elements on festival grounds. As a way of connecting makers living outside Canada and abroad, as well as offering an off-site glimpse into the project in real time, an online photo album will feature photos of each contribution. Each photo will be geotagged with the maker's name, city of residence and location of cozy on festival grounds. Visitors are encouraged to contribute to the installation by participating in urban cozy-making at weekend craft lab workshops during the festival. Spins & Needles, the Ottawa-based creative collective spearheading the project, integrates current movements in urban art, craft and design with social media technologies in an attempt to play with images of a country known around the world for its cold weather climate.

Recognized in Canada's capital region for its unique take on nightlife and culture, Spins & Needles continues with its innovative theme of remixing the winter cultural experience with a series of free **interactive late-night Friday parties** in outdoor festival spaces around the city. DJs will spin the latest underground beats while creative types, nightlifers and snow lovers will gather and participate in snow-themed do-it-yourself art and craft projects.

EVENT AND PUBLIC ART INSTALLATION SCHEDULE

- Friday, February 5th: Winterlude Opening Night Party (7-10 pm), Majors Hill Park
- Friday, February 12th: Craft + DJ Party (8-10:30 pm), Crystal Lounge, Confederation Park
- Weekend Craft Labs: Saturdays + Sundays during the festival (12-4 pm), Maison Charron, Parc Jacques-Cartier
- *The Winterlude Urban Cozy Project*: runs during entire festival, Parc Jacques-Cartier and Confederation Park

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About Spins & Needles

Spins & Needles Craft + DJ Night is a **travelling creative night out** that mixes hip do-it-yourself projects with underground beats spun by DJs in museums, bars, clubs and other public spaces. The **first initiative of its kind in Canada**, it was founded in 2005 in Ottawa and has since travelled to other cities in Canada, the U.S. and Europe. Past collaborators include the National Gallery of Canada, the Canadian Museum of Civilization, the Ontario Crafts Council and Etsy. In 2010, Spins & Needles is celebrating its **five-year anniversary with a year of innovative programming** in Canada and abroad.

About Winterlude

Every February, Canada's Capital Region is host to Winterlude, **Canada's winter celebration**. Presented by the National Capital Commission (NCC), three fun weekends of excitement and activity await hundreds of thousands of local and out-of-town visitors, including skating the world's largest skating rink in the heart of Ottawa. The festival runs from **February 5 to 21, 2010**.