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Chicago Loop Alliance presents *The Olympic City* on eve of 2014 Winter Olympics Feb. 6, 2014 as part of Pop-Up Art Loop

Jon Pack and Gary Hustwit's photography exhibit explores legacy of Olympic Games in former host cities

CHICAGO (January 17, 2014)—On the eve of the 2014 Winter Olympics in Sochi, **Chicago Loop Alliance** (CLA) presents photographers **Jon Pack** and **Gary Hustwit's** *The Olympic City* project as part of its **Pop-Up Art Loop** initiative. *The Olympic City* is an ongoing photography project that looks at the legacy of the Olympic Games in former host cities around the world. An opening reception with complimentary beer will be held on Thursday, Feb. 6 from 5-9 p.m. The exhibit will remain free and open to the public at CLA's Pop-Up Art Loop space at 29 W. Randolph Street (Block Thirty Seven), Monday-Friday from 12-7 p.m. through March 7, 2014. For more information and details on additional Pop-Up Art Loop spaces open in the Loop, please visit www.PopUpArtLoop.com.

Since 2008, Pack and Hustwit have sought out the successes and failures, the remnants and ghosts of the Olympic spectacle. Sochi will be the most expensive Olympics ever, with an estimated \$50 billion in development costs. Cities spend billions to construct venues to attract the Games, sometimes radically changing its neighborhoods and displacing its citizens. But after the events are over, the medals have been handed out, and the torch is extinguished, what's next? What happens to a city after the Olympics are gone?

In light of Chicago's failed 2016 Olympics bid, *The Olympic City* exhibit serves as a focusing agent for dialogue about the pros and cons of mega-events on cities' economies and cultural identities. The exhibit features photographs from 13 former host cities taken between 2008 and 2013: Athens, Barcelona, Beijing, Berlin, Helsinki, Lake Placid, London, Los Angeles, Mexico City, Montreal, Moscow, Rome and Sarajevo. Pack and Hustwit have photographed structures, streets, and ephemera in these cities but have also focused on the lives of the people who live in areas affected by Olympic development and the re-use of former venues. The project is ongoing, and the artists will continue to photograph other cities in years to come.

A limited-edition hardcover book of photographs from the project was published in July, 2013. The book was designed by award-winning graphic designer Paul Sahre, and features a foreword by *New York Times* architecture critic Michael Kimmelman. An ebook version, optimized for iPad, is available through Apple iBooks. For more details on the project and book, please visit www.olympiccityproject.com.

Jon Pack is a Brooklyn-based photographer whose work has been exhibited in galleries in the U.S. and Europe, and has appeared on book covers from publishers including Simon & Schuster and Random House. His previous projects include the limited-edition book *Out There; That Thing We Call Nature*.

Gary Hustwit is an independent filmmaker and photographer based in New York and London. He worked with punk label SST Records in the late 1980s, and was subsequently involved in a wide range of projects in music and book publishing before he began producing documentaries in 2001. His films include the design documentaries *Helvetica* (2007), *Objectified* (2009), and *Urbanized* (2011).

Launched by CLA in November 2009, **Pop-Up Art Loop** transforms empty storefronts in the Loop into vibrant temporary art galleries open to the public, drawing attention and investment. Pop-Up Art Loop is made possible through the generous support of downtown property owners and the **Chicago Loop Alliance Foundation**, which develops and promotes artistic, cultural and public events within the CLA project area. These initiatives enhance the character of the Loop, contribute to its competitive position as a mixed-use destination, and promote economic development and tourism in the area. Additional support for Pop-Up Art Loop is provided by host sponsor Block Thirty Seven.

Chicago Loop Alliance (CLA) creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.

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