

**Bettina Hubby presents a virtual reality reimagining of the White House lawn
in her new project “The People’s Lawn”**



Image: Still from *The People’s Lawn: Bringing the White House back to the People*, Bettina Hubby, 2020. Virtual reality and video, 3:03 minutes.

Los Angeles, California, November 16, 2020—***The People’s Lawn: Bringing the White House back to the People*** is a virtual reality artwork released online on Election Day, November 3, 2020 and a panoramic photograph released on Inauguration Day, January 20, 2021. Showcasing 45 artists, activists, and healers who offer a collaborative, peaceful, and playful vision of the potential for the White House lawn. The gathered actions on the lawn of the White House create a collective cacophony of goodwill.

“The impetus,” says Hubby, “was to help raise spirits and shift the collective focus with a playful and alternate reality of the White House lawn. I started this collaborative project by calling out to a dream team of friends and muses to contribute their uplifting actions to amplify a more positive vision for our world. Small actions can usher in great change.”

Each of the 45 participants was invited to perform a dedicated practice for the social good in Hubby’s studio (directed by the artist, filmed and scored by Steven Rimlinger, and produced in VR by Rory Mitchell of creative digital agency The Mercantile). All involved, as well as the viewer, are invited to answer the question: If the space in front of the White House were given back to the people, what gesture, activity or ritual would you bring to uplift it?

The People’s Lawn is presented as two distinct works: a 360 degree virtual reality experience viewable either with a headset or as a video, released on Election Day, and a panoramic photograph showcasing all of the participants and elements on the White House lawn, released on Inauguration Day.

Participants: Adrienne Adar, Alex Miller, Alexandra Weisenfeld, Amanda Yates Garcia, Amy Davilla, Asuka Hisa, Austin Young, Bettina Hubby, Brandee Goatcher, Chelsea, Max Duncan & Grey Dean Duncan, Dani Tull, David Brown, Dominic Moore, Emma Gray, Evan Rimlinger, Jana Baumann, Jane Brown, Jess Tucker, Karen Lofgren, Malcolm Ian Cross, Michael G. Bauer, Michael Raynor, Molly Larkey, Molly Ann Hale, Nicola Vruwink, Persephenie Schnyder, Rebecca Farr, René Fox, Ron Finley, Rose Apodaca & Andy Griffith & Nina Griffith, Sacha Baumann, Saskia Wilson Brown, Senon Williams, Seth and Iona Kauffman, Shana Nys Dambrot, Sophia Anoud, Steffie Nelson, Steven Rimlinger, Sydney Croskery, Tasha Rae Beezley, Tony Moss, Tricia Gabriel, Tyler Hubby & Gabriella Tollman

Credits:

Bettina Hubby, Artist and Instigator

Sacha Baumann, Studio Manager

Steven Rimlinger, C.C.O (Chief Creative Officer, Composer, Photographer)

Rory Mitchell C.E.O. and Founder of The Mercantile

[The Mercantile](#) is a creative agency and production company for people and brands that want to change the world. "This is the third VR project we've worked with Bettina on and it's tremendously exciting to work with an artist as innovative and free-spirited as she is. VR is still in its infancy and artists like Bettina are leading the way in exploring the frontiers of what we can do in VR."

About Bettina Hubby

Bettina Hubby (b. 1968, New York City) earned her MFA in 1995 from the School of Visual Arts in New York and moved to Los Angeles in 1999, where she currently lives and works. Hubby explores multiple mediums, including collage, drawing, painting, printmaking, sculpture, video, VR and photography. Humor is her language of choice utilized to explore themes of perception, consciousness, ritual, community, and the evolving self. In addition to her individual practice, Hubby is known for her extensive collaborative and curatorial projects—engaging diverse audiences and often existing in unconventional exhibition spaces.

For more information on *The People's Lawn* including viewing the video, visit

<https://www.hubbyco.com/the-peoples-lawn>.

Direct inquiries to Sacha Baumann, HubbyCo Studio Manager: sacha@hubbyco.com.

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