

# The Memoria Project

CREATING A LASTING TRIBUTE TO THE VICTIMS OF SEPTEMBER 11<sup>TH</sup> • ENRICHING THE COMMUNITY IN THE PROCESS  
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## PRESS RELEASE

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FOR IMMEDIATE RELEASE:  
**September 3, 2003**

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## **Memoria Project to be Featured at 9/11 Forum at Rutgers University / NYSE Makes Major Donation**

**September 3, 2003 – New Brunswick, NJ** — The Memoria Project Artist **Stephen Shaheen** and Executive Director **Evan Urbania** will be participating in a regional forum at Rutgers University, the State University of New Jersey, on memorials in New Jersey created in response to 9/11. The event will take place on Friday, September 12, from 1:00PM until 8:00PM. The Rutgers Art Library and the Art History Department invite the public to attend a series of art related words and works respectfully dedicated to the memory of the tragic events of September 11, 2001. At approximately 3:00PM that day, the leaders of The Memoria Project will discuss their role in creating a dynamic and powerful memorial in response to 9/11.

This will be the second event in which the Memoria Project has participated during the week of September 11<sup>th</sup>. The night before this important forum, The Memoria Project will be sponsoring a vigil at 7:00 p.m. in Highlands at the Veterans' Memorial Park where the Memorial Project is presently located. Please visit [www.memoriaproject.com](http://www.memoriaproject.com) for more information on this event.

"The Memoria Project is important, not only because it speaks so eloquently to its purpose, but also because it is an extremely significant example of memorial sculpture, produced at a time when historians have recognized memorial art as the most profound expression of our national character," says **Tod Marder**, Chair of Rutgers Art History Department. "We are proud to have The Memoria Project as the foundation for our conference because of its powerful imagery, emotional appeal and extraordinary design. Both Stephen Shaheen and Evan Urbania will inspire future artists by their commentary and leadership, and we hope the public will respond by further embracing this project. ."

The afternoon of 9/12 will consist of a series of lectures at the Alexander Library, detailing public and memorial art with a visual presentation of memorials and artists' work created throughout the state in response to 9/11. This first section will conclude with a detailed discussion by Memoria Project Executive Director Evan Urbania and Artist Stephen Shaheen. Both men will discuss the process of creating a successful memorial in response to a tragedy, and will chart the development of the Memoria Project sculptures, which were realized through the coming together of a community in a time of need. SEE ATTACHED IMAGE.

Artist Stephen Shaheen will present the original Memoria Project models, which are large half-size plaster works used to create the centerpiece sculptures. These pieces, along with many other artifacts and drawings will be on display through September. Mr. Shaheen will discuss the artistic aspects and challenges of the project, while Evan Urbania will discuss the successes and challenges the organization faced, including incorporation, fundraising, public relations and future plans.

*Memoria Project To Be Featured at RU Conference/2*

At 5:00PM, Rutgers University Art Library will open to receive guests and present an exhibition of models, objects, photo montages, and images compiled and collected by individuals, communities and organizations in New Jersey. Many of those responsible for the works will be present and eager to discuss their representations with guests. Refreshments will be served.

Through the generous donations of corporations and individuals, the project has already received over \$250,000 in materials, cash and in-kind services. The Memoria Project is honored to have recently received a \$5,000 donation from The New York Stock Exchange. "We are delighted that the Exchange has been able to help this very worthwhile organization," says **Robert Zito**, Executive Vice President of Communications, NYSE.

The Project continues to seek assistance from the area's corporations and individuals. More information is available at the Project's update website: [www.memoriaproject.com](http://www.memoriaproject.com), or by calling 866-NJ-STONE.



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