

How to change the world with a work of art

Written by Dean Temple

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We worked our first job with Eve Ensler in 2004, designing projected backdrops for a get-out-the-vote production of the Vagina Monologues at the Apollo Theater. That play, her best known, led Eve to found V-Day in 1998, an organization committed to ending violence against women and girls.

Our fourth V-Day project took place at the New Orleans Superdome in 2008, in honor of their ten-year anniversary. In that time, V-Day had raised over \$50 million to end violence against women and girls.

By this year, when we designed projected backdrops and environmental graphics for their Viva Vevolution! fundraising event at the Urban Zen Center in New York City, V-Day had raised \$80 million for organizations in 150 countries. Five days after the event, Eve was awarded the 2011 Isabelle Stephenson Award at the Tonys for her extraordinary accomplishments.

How can you not be proud to work with artists like Eve. Her selflessness and vision inspire us to challenge and stretch ourselves with every new project we undertake. Of course, it doesn't hurt that the venues we worked for her (Lincoln Center, the Hammerstein Ballroom, the Ted Conferences) are always so damn sexy.

The Stephen Weiss Studio at the Urban Zen Center has seven projectors pointing at four walls, so you have the opportunity not only to create a completely embracing atmosphere, you can do that using multiple media. So we incorporated graphics, breathtaking still images, moving video footage, and audio and let the room hear, see and feel the spirit of the women of the world.

This example was inspired by V-Day's City of Joy project in the Democratic Republic of the Congo, a safe house to help heal victims of sexual violence and teach the necessary leadership skills so they can extend that healing to their communities. (More work from this show can be

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seen in our [Facebook Gallery](#) . If you would like to help support V-Day in their efforts, [you can do so here](#)

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