



Reston Town Center Association



For Immediate Release

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First-ever eARTH Day Celebration at Reston Town Center April 20

With a twist – an art-inspired celebration of the day!

March 28, 2024 (Reston, VA): The Reston Town Center Association (RTCA) and Tephra Institute of Contemporary Art (Tephra ICA) today announced that they will jointly present an art-inspired celebration of eARTH Day on April 20, with a full day of programming that is FREE and open to the public.

“This aligns with RTCA’s forward lean in promoting impactful art experiences that both enrich and educate,” said RTCA Executive Director Robert Goudie. “We always welcome the chance to partner with Tephra ICA, a content leader in the DMV. With support from Reston Community Center, ArtsFairfax, George Mason University, and LOOK Dine-In Cinemas at Reston Town Center, we think we have something that will capture the imagination and bring forward the importance of this day in a compelling way.”

“Art often serves as a lens to help us understand the world around us, and artists have the unique ability, through their work, to spark conversation around contemporary issues, including the earth, land, and environment,” said Tephra ICA Executive Director and Curator Jaynelle Hazard. “This collaborative event with RTCA presents a special opportunity to celebrate reverence for the natural world and the impact that art and artists can have in shaping sustainability.”

The full schedule of events is attached and includes a special installation at Mercury Fountain Plaza by Arkansas-based artist [Danielle Hatch](#) that is presented by [Reston Community Center](#). The installation, titled *All Is In Motion, Is Growing, Is You*, features bold colors and shapes informed by native flowering plants of Northern Virginia, taking inspiration from the founding of Reston, Virginia and Robert E. Simon’s vision of community building.

Also included on the schedule of events are curator-led tours of the [Pressing exhibition at Tephra ICA](#), supported by ArtsFairfax; an environmentally themed concert with [GMU Professor Victor Provost’s Steel Pan Ensemble](#); a host of Tephra ICA-coordinated afternoon art activations in Reston Town Square Park; and a FREE screening of [Anthropocene: The Human Epoch](#), with an introduction and post-film Q&A led by [GMU Professor Jeremy Campbell](#), sponsored by and shown at RTC’s LOOK Dine-In Cinemas.



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“We are excited to be bringing this new event to the region,” said Ms. Hazard and Mr. Goudie, adding, “We hope it will become an annual way to not only bring awareness to the challenges we face but to offer ideas on what we all can do to help heal the earth.”

The media is invited to attend the Opening Ceremony, 10:00am, April 20, where key participants and dignitaries will be available for comment and interview. To schedule a specific interview before or during eARTh Day, please contact Sofia Blom at sblom@tephraica.org.

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About RTCA: Reston Town Center Association (RTCA) is the governing association for the Reston Town Center, which is not only Reston’s downtown but a major employment and amenity center for the region. The association’s services benefit all those who live, work, and visit there. Core aspects of its mission include design review, support of transit-oriented development, and a strong commitment to the arts and community programming, all in furtherance of Reston Town Center’s downtown and destination propositions.

About Tephra ICA: Tephra Institute of Contemporary Art (Tephra ICA) is a 501c3 non-profit, non-collecting institution committed to promoting innovative contemporary art and thinking. The word “tephra” – matter from geothermal eruptions that lands upon, nourishes, and changes the surrounding environment - emphasizes the institution’s belief in the combustibility of creativity and the generation of ideas and growth that the arts can provide. Tephra ICA works with artists, galleries, institutions, universities, thought leaders, and collectors globally.



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Event Schedule

10:00am Mercury Fountain Plaza

Opening Ceremony & Introduction of the Danielle Hatch Installation

- Hosted by Robert Goudie, Executive Director RTCA, and Jaynelle Hazard, Executive Director and Curator Tephra ICA
- Poetry Reading, [Prof. Heather Streckfus-Green](#)
- Dignitary remarks
- [Danielle Hatch](#) installation, sponsored by Reston Community Center, with support from Tephra ICA, RTCA, and BXP (to include remarks from the artist and partners)

11am-5:00pm [Tephra ICA](#)

Special Curator-led Tours of the [Pressing Exhibition](#) at Tephra ICA

- An environmentally themed installation by Rena Detrixhe & Katherine Tzu-Lan Mann
- The exhibition invites audiences to simultaneously revel in the beauty of the natural world while considering the entanglement of ecological and human histories

1:00pm-5:00pm Reston Town Square Park

Artist Activations

- 1pm-1:15pm: Additional poetry readings with GMU
- 1:15pm-1:45pm: Meditative Sound Bath with [Very Sad Lab](#)
- 1:45pm-2:30pm: Plant Repotting and Rehabilitation Workshop with Very Sad Lab
- 1pm-5pm: Plant Matter Printmaking with [Adjoa Burrowes](#)
- 1pm-5pm: Dried Floral Arrangement Workshop with [The Watering Can](#)
- Family fun in the park — including eARTH Day-inspired face painting and juggling, composting, and other activities

2:00pm-3:15pm Reston Town Square Park

eARTH Day Concert

- [GMU Prof. Victor Provost's Steel Pan ensemble](#) will present an environmentally themed concert

5:30pm-7:30pm [LOOK Dine-In Cinemas](#)

Movie Screening – [Anthropocene: The Human Epoch](#)

- Featuring opening remarks from, and post-film Q&A with, [Prof. Jeremy Campbell of GMU's Institute for a Sustainable Earth](#)
- Sponsored by and presented at [LOOK Dine-In Cinemas at Reston Town Center](#)