

## Discovery Green Wings of the City

Beginning in August 2014, I, along with the [Discovery Green](#) team worked to promote the park’s new art installation, *Wings of the City*, by renowned Mexican contemporary artist, Jorge Marín. Our goal was to heighten the awareness of both the art and artist’s presence in Houston and at Discovery Green.

**Wings of the City:** *Wings of the City* is a collection of nine bronze sculptures created by contemporary Mexican artist, Jorge Marín. The magical *Wings of the City* sculptures have been on display in numerous locations across the world including Israel, France, Germany, Spain, Portugal and Russia.

**Situation:** Discovery Green tasked my team with creating awareness of *Wings of the City*, as well as the artist, and also with inspiring a desire in Houstonians to interact with the wings.

**Objective:** To stir up an exciting, citywide discussion about the art, and to draw Houstonians and others to the park to be mesmerized by the work and to become “one” with the wings.

**Tactics:** In order to reach our publics, I pitched target print, television and radio outlets locally, regionally and nationally. In addition, I created a detailed [blog post](#) about the art for the Discovery Green website, along with interactive posts for our Facebook, Twitter and Instagram pages, suggesting the ultimate photo op— for followers to share photos of themselves and the sculptures with us.

**Results:** *Wings of the City* garnered nearly 200 print and broadcast media placements and more than eight million media impressions during its six-month stay at Discovery Green. In addition, social media posts soared, with nearly 3,000 Facebook engagements (likes, shares, and comments), 428 Instagram photos and 48 tweets using #wingsofthecity and #alasdela ciudad. A lasting result, the most popular of the nine sculptures— *Wings of Mexico* – received an abundance of visitors daily and made an appearance in a significant number of selfies.

