

**The Creators Projects**, [Best of 2013], *The Year in Viral Art*, text/ Laura Feinstein, Dec 18<sup>th</sup>, 2013



BLOG

## [Best of 2013] The Year In Viral Art

By [Laura Feinstein](#) — Dec 18 2013



*"Deodorized Central Mass with Satellites" (1991/1999), by Mike Kelley was a strong contender for most twittered art piece of 2013.*

In a year filled with major [art fairs](#), [high-profile installations](#), and even [rogue residencies](#), a few truly exceptional pieces still managed to stand out. Whether they were popping up on your Instagram (everyday), or taking a permanent place on your RSS feed—these pieces were inescapable in 2013.

Below, in no particular order, we've compiled some of our favorite viral pieces:

### The Rain Room



The exhibit that launched a thousand selfies, [rAndom International's Rain Room](#) took MoMA and New York by storm—allowing visitors to walk through a torrential downpour without getting wet. The first outlet on the scene, check out our exclusive making-of above.

### In Orbit by Tomas Saraceno

# LEO XU PROJECTS

In Orbit by Tomas Saraceno



Work through Saraceno's exhibit at the [Kunstsammlung Nordrhein-Westfalen](#) in Germany encouraged visitors to suspend their doubts and belief (and themselves) as they floated above the gallery in these carefully placed nets.



A wall suspended from the ceiling.

Silk Pavilion



Working with over 6,500 silkworms to produce this "living" sculpture (seen above), MIT's [Mediated Matter Group](#) created [Silk Pavilion](#) as part of their ongoing research with biologically influenced fabrication. "Inspired by the silkworm's ability to generate a 3D cocoon out of a single multi-property silk thread (1km in length), the overall geometry of the pavilion was created using an algorithm that assigns a single continuous thread across patches providing various degrees of density," the group explained.

You can also watch the full video if you're still curious:



MIT's



Recruited the [Silk Pavilion](#) to study the stability of the pavilion's degree of density.

You can

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Bruce Munro at Cheekwood Gardens

A Field of 20,000 Glowing Lights | Bruce Munro ...



Lighting up the fields of Nashville, Tennessee's [Cheekwood Gardens](#) artist Bruce Munro's nature-inspired light installations literally illuminated the imagination. Check out our short doc above to experience all the glowing goodness.





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Dalston House



Called the only building where "every visitor becomes Spider-Man by [The Guardian](#), Leandro Erlich's *Dalston House* was one of the most popular installations of the year. A temporary structure, *Dalston House* was comprised of a reconstructed house exterior, placed at the perfect 45-degree angle with mirrors to give the impression that visitors were dangling off the ledges. *Good picture for your Facebook profile or THE BEST PICTURE?* wondered UK residents.



Picture via [Time Out London](#)

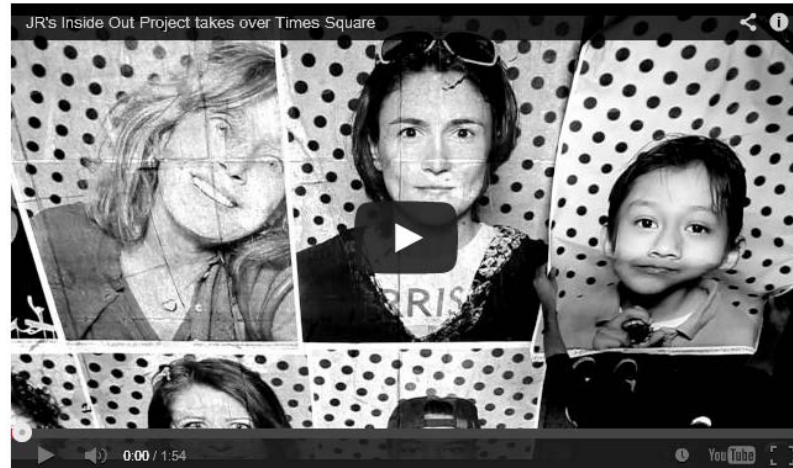
3D UV Thread



# LEO XU PROJECTS



JR in Times Square



via the [Times Square Alliance](#)

For his *Inside Out New Your City* project, French artist JR invited New Yorkers to contribute self-portraits (taken in a specially designed photo booth in Times Square) to create a massive backdrop of faces. The site of the world's first photo booth (created almost 100 years ago), no one could resist seeing their face on this massive installation.

Serpentine Pavilion



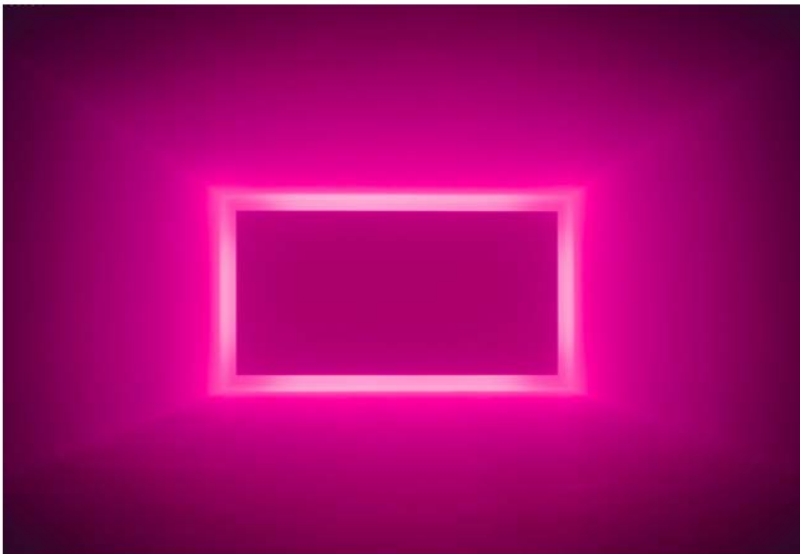
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Yayoi Kusama at David Zwirner



The mother of all viral installations, [Yayoi Kusama's Infinity Room](#) (part of her *I Who Have Arrived In Heaven* exhibit at [David Zwirner](#)) was so popular it even caused Time Out NY to exclaim that the city had gone "nuts with selfies." Ethereal, trippy, and *highly* photogenic, if there was a prize for "art photo most seen on the internet this year", this picture would win the gold medal.

Everything James Turrell did



2013 was a good year for artist [James Turrell](#), a pivotal member of the Southern California Light and Space movement of the 1960s and 70s. Between a retrospective at LACMA, an [exhibit at the Guggenheim](#), and an installation in [Houston](#), Turrell's glowing pieces seemed to literally take the nation by (neon) storm.

*Did we miss your favorite installation of the year? Let us know in the comments below.*