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## Talent shows in new project at Harvard Square

By Donna Goodison  
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Harvard Square will be home to an innovative new venture next month combining art with promotions of Cambridge businesses, nonprofits and cultural groups.

Both will be shown on two 42-inch plasma screens outside the Cambridge Office for Tourism information kiosk.

"This project is focused on trying to bring greater exposure to media art and artists as a platform for creativity," said Rory Keohane, a Cambridge resident and co-owner with Ryan Gibson of Lumen Eclipse, a Somerville media design company.

Artwork will include graphics, motion graphics, film, video and animation. Twelve artists will be featured monthly - 11 preproduced works and one original commissioned piece based on the general theme of Cambridge.

"We've had a tremendous response from artists locally, nationally and internationally," Keohane said.

While one screen displays artists' works, the other will run silent 10-second promotional spots produced by Lumen for paying Cambridge sponsors.

Rachael Solem signed on to advertise her two Cambridge businesses, the Irving House at Harvard and Harding House.

"What they're doing is reviving and continuing the tradition of Harvard Square being a cultural center in a new medium," Solem said. "We've still got Club Passim and the Brattle Theatre, we still have street performers and museums. . . . But there's new (art) forms out there, and Lumen Eclipse is going to bring it to the square."

Advertising fees will fund artists' payments, from 0 for a submitted piece to ,000 for commissioned work.

"We hope that does grow as the project does," Keohane, 30, said.

The plasma screens will operate from 5 a.m. to 1 a.m. A speaker system designed by Boston's Brown Innovations will provide spotlight audio that reads ambient noise levels and adjusts volume accordingly.

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