



Apartment building doubles as art gallery in Brooklyn

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BROOKLYN -- All over the city, there is residential construction with every building trying to distinguish itself.

Then there is 66 Rockwell in downtown Brooklyn.

A luxury high-rise rental made up of 42 floors, 326 apartments, and plenty art decorating its walls.

"It varies from floor to floor but overall it's very modern," said Property Manager Orisha Re'Lampkin, who described the painting Fox Hunt to us as we walked down the hallway of one floor.

The exhibition is called "Hallway Hijack" where residents can view it on the ceiling the moment they step out of an elevator or on walls.

"It actually begins here and as you can see it comes all the way down the hall," Re'Lampkin said. "You have the dogs here and the horse riders the fox down here. It's actually a cool piece, this is one of my favorite ones in the building."

A number of the colorful and creative expressions can be interpreted in a variety of ways. For residents like Karen Ruenitz, the approach is unique but appreciated, "I love the idea of bringing art to public spaces."

Her only complaint? "I would have loved if the tenants could have had a say in some of the artists they selected."

The building collaborated with Columbia University by inviting 19 artists to decorate approximately half the hallways in the building with art. Brittany Gilmore says it made sense when she saw it.

"I thought that it was a good collaboration considering that Bam and Brick and all this awesome places nearby," Gilmore said.

In a city where most residents do not want any strangers in their building, the management team is going to provide scheduled tours with a member of their team to allow the public to view the creations.

How do the residents like Ruenitz feel?

"If it's organized I think that it is great that people can look at art great for the artist that they get to showcase it," Ruenitz said.