

# HOOPCYCLE

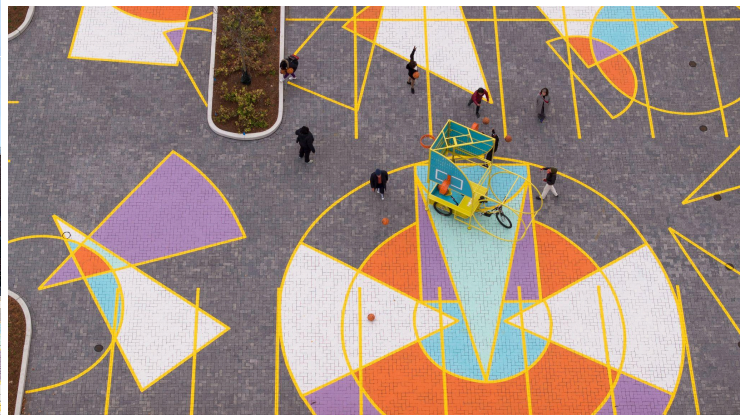
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***HOOPcycle Art Installation and Mural Debuts in Chicago November 13:  
Designed to Reimagine the Game of Basketball; Inspire Connection and Play  
Mobile Basketball and Permanent Ground Mural to Debut at the National Public  
Housing Museum in Chicago***



*Images are for illustrative purposes. High-resolution images are available by request.*

Chicago, IL (November 8, 2024) — Mobile art installation *HOOPcycle*, is bringing basketball's Mesoamerican roots to the forefront, with its North America debut at the National Public Housing Museum, 919 S. Ada St., on Wednesday, November 13, 2024.

# HOOPCYCLE

The mobile basketball hoop by artist Marisa Morán Jahn and architect Rafi Segal, explores the intersections of recreational equity, cultural heritage, and public space. Drawing inspiration from both contemporary basketball and its ancient pre-Columbian ancestor, *HOOPcycle* combines a reinterpreted vertical hoop with a tricycle-mounted design, offering a reimagined sports experience that challenges norms and unites communities through play. The piece is accompanied by *OOPS*, a geometric ground mural, celebrating street games and their role in bringing people together to play. A press preview will be held on Wednesday, November 13 from noon to 2 p.m. with a public viewing at 3-5 p.m. Jahn and Segal will both be present.

“*HOOPcycle* invites people to interact, make up their own rules, and embrace a broad notion of play and belonging,” says Marisa Morán Jahn, a 2022-23 Artist as Instigator at the National Public Housing Museum, Senior Researcher at MIT, and 2023 grantee of the Joyce Awards who provided major funding to create these artworks. “My memories of living in public housing as an adult are filled with the laughter and joy of communal play—something I hope *HOOPcycle* helps communities recapture, free from stereotypes and exclusion.”

*HOOPcycle* is designed to spark a dialogue around equity, space, and community-building as it travels to neighborhoods nationwide. This innovative installation invites people of all ages to rethink and reclaim public spaces, transforming streets and common areas into inclusive zones for gathering, play, and cross-cultural connection.

Rafi Segal, architect and MIT professor, sees *HOOPcycle* as a way to rekindle urban street culture and civic engagement. “Suburbanization and disinvestment have fragmented our cities, contributing to a crisis of loneliness and loss of public gathering spaces,” says Segal. “By bringing play back to urban streets, *HOOPcycle* reclaims these spaces for connection.”

Located at 919 South Ada Street, the National Public Housing Museum is built on the former site of the Jane Addams Homes, Chicago’s first federal housing project. It is the first museum in the United States dedicated to telling the stories and sharing the history of public housing in this country. It will open to the public in early 2025. The *HOOPcycle* was made possible thanks to major funding from The Joyce Foundation, as well as support from the National Endowment for the Arts.

For more information visit: [hoopcycle.art](https://hoopcycle.art).

# HOOPCYCLE

## **ABOUT THE ARTISTS**

### **Marisa Morán Jahn**

[Marisa Morán Jahn](#) is an artist of Ecuadorian/Chinese descent whose work “exemplifies the possibilities of art as social practice” (ArtForum) and explores “civic spaces and the radical art of play” (Chicago Tribune). Working across drawing, public art, and architectural-urban scales, Jahn directly engages new immigrant families and low-wage workers — and millions more via Tribeca Film Festival, United Nations, Obama’s White House, The New Museum, Brooklyn Museum, the Guggenheim Museum, and international media (The New York Times, Wall Street Journal, Univision Global, BBC, CNN). Jahn is a Senior Researcher at MIT (her alma mater); Director of Integrated Design at Parsons/The New School. [marisajahn.com](http://marisajahn.com) | [@marisa\\_jahn](https://twitter.com/marisa_jahn)

### **Rafi Segal**

Rafi Segal is an architect and Associate Professor of Architecture and Urbanism at MIT. His work involves design and research on the architectural, urban and regional scale, currently focused on how emerging notions of collectivity can impact the design of buildings and cities. His current ongoing work includes designs for new communal neighborhoods in Israel, Boston, Rwanda, and the Philippines. Segal directs Future Urban Collectives, a new design-research lab at MIT that explores the relation between digital platforms and physical communities asking how architecture and urbanism can support and scale cohabitation, coproduction, and coexistence. Segal has exhibited his work at venues including Storefront for Art and Architecture; KunstWerk, Berlin; Witte de With, Rotterdam; Venice Biennale of Architecture; Museum of Modern Art; and the Hong Kong/Shenzhen Urbanism Biennale. He holds a PhD from Princeton University and a M.Sc and B.Arch from Technion, Israel Institute of Technology.

[rafisegal.com](http://rafisegal.com) | [@segal\\_rafi](https://twitter.com/segal_rafi)

## **ABOUT THE NATIONAL PUBLIC HOUSING MUSEUM**

Over the past century, more than 10 million people across the United States have called public housing home. In the late 1990s, as thousands of public housing units across the country were being demolished, public housing residents began to dream about creating a museum to preserve their collective voices, memories, and the histories of public housing across the nation. They wanted their children and grandchildren, and the public at large, to know more about their place in the American experience and to understand the public policies that helped to shape their families. In 2007, civic leaders, preservationists, historians, cultural experts, and many others joined with residents to

# HOOPCYCLE

help incorporate the National Public Housing Museum, which has since then offered transformative programs that connect the past with contemporary issues of social justice and human rights. The Museum's permanent home is under construction at the historic Jane Addams Homes at 919 South Ada Street in Chicago's Near West Side, and is set to open to the public in January 2025. For more information: [nphm.org](https://nphm.org) | [@thenphm](https://twitter.com/thenphm)