

# HYPEBEAST

Davina Semo: "James Turrell, Jenny Holzer & Paul McCarthy Lead Art Transformation at Powder Mountain"

By Hypebeast staff  
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**Under the ownership of Netflix co-founder Reed Hastings.**

Powder Mountain, a 12,100-acre ski resort in Eden, Utah, now under the ownership of Netflix co-founder Reed Hastings, is launching an ambitious public art program. The initiative will integrate large-scale sculptures and land art across the mountain's vast terrain, blending art with its natural surroundings.

The first round of installations includes renowned artists like James Turrell, who will place his Ganzfeld Apani light installation in a trailside pavilion, and Nancy Holt, whose significant 1980s work will be permanently installed in collaboration with the Holt/Smithson Foundation. Jenny Holzer will create text-based rock engravings, while Utah native Paul McCarthy plans an immersive piece inspired by the mythology of the American West. Other featured artists include EJ Hill, Arthur Jafa, Nikita Gale, Gala Porras-Kim, Davina Semo, and Raven Halfmoon.

Reed Hastings envisions Powder Mountain as a multi-season destination that merges recreation with art, fostering meaningful community connections. The resort will be accessible year-round,

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with hiking and biking in summer and fall, and skiing in winter. Selected artworks will debut in the 2024–2025 ski season, with a grand opening of the art program set for 2026.

**Powder Mountain**

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