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SEPTEMBER 23, 2014 | 093-14

## Laurier 'speed cuber' creates large-scale Rubik's cube work for Scotiabank Nuit Blanche

TORONTO – Last October, Laurier fourth-year business student and Canadian world-class cube competitor Eric Limeback solved 5,800 Rubik's cubes in 24 hours. This year, Limeback will execute a large-scale Rubik's cube installation at Wilfrid Laurier University's Toronto office as part of Scotiabank Nuit Blanche, an all-night celebration of arts and culture held Oct. 4 in Toronto from 6:53 p.m. to sunrise.

Entitled *Cubed*, the installation will use algorithmic principles to create a large-scale work that speaks to the innovative spirit of Nuit Blanche. Comprised of over 3,000 Rubik's cubes, the structure will reflect the complexities and playfulness of the 3-D puzzle, which is considered to be the world's best-selling toy.

A presentation hosted by Jeffery Jones, director of the Laurier Centre for Cognitive Neuroscience, will use Limeback's brain activity to explore concepts of brain mapping and how this impacts how we think. His interactive presentation begins at 10 p.m.

*Cubed* is curated by Suzanne Luke from Laurier's Robert Langen Art Gallery and is sponsored and supported by Laurier Alumni's Toronto chapter. Kroeger Toys, the Canadian supplier of Rubik's cubes, donated the cubes.

Scotiabank Nuit Blanche is a distinctive arts initiative produced by the City of Toronto that has created a greater awareness and appreciation for contemporary art by making projects fun, engaging and accessible to the general public. The event is free of charge. Laurier's exhibit can be found at site #66. For more information, visit [www.scotiabanknuitblanche.ca](http://www.scotiabanknuitblanche.ca).

Laurier's first participated in Toronto's Scotiabank Nuit Blanche in 2012, with "Spin" by Kitchener-based artist Katrina Jennifer Bedford.

Laurier's Toronto office is located at 130 King Street W. on the main floor of the Exchange Tower. For directions, please visit: [www.wlu.ca/page.php?grp\\_id=12128&p=15516](http://www.wlu.ca/page.php?grp_id=12128&p=15516).

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