

Generations

Enjoying dominoes as an art form

What do you consider art? There's the Webster definition, of course, but that doesn't really answer the question when analyzing how each one of us interprets art and what pleases us.

When you think about art, are you drawn to paintings and sculptures? Is pop artist Andy Warhol's "Campbell's Soup" more artistic than Pablo Picasso's "Guernica"? When you think about sculpture, does Rodin's "The Thinker" or Henry Moore's abstract "Oval with Points" rank tops on your list?

I guess art, like beauty, is in the eye of the beholder.

However, there's also kinetic art, which is a form of art that depends on movement for its effect, and that brings us to the theory of including dominoes in motion as an art form.

There's a huge number of domino artists building reputations by constructing elaborate arrangements of thousands of tiles and then ceremoniously videotaping the event on YouTube of when one domino tile falls gently onto the next and thereby begins an artistic chain reaction that features intense imagery, lots of movement, superb beauty and plenty of excitement as it works its sense of magic on the

viewer.

Considered the best today of domino artists who build, video and post their craft on YouTube is 19-year-old Lily Hevesh, who has taken the art of domino design by a storm. She produces



Peg DeMarco

weekly videos on her YouTube channel, Hevesh5, while also doing professional projects for companies, ad agencies, brands, schools, and others seeking domino art as a means of advertisement.

So, big deal, right? It's just a bunch of tiles falling down.

It's not exactly that simple. Lily is a big deal, and domino art has a huge following. Watching her videos is fascinating, exciting, calming — many emotions rolled into one, and that kind of creativeness creates buzz that no one can deny.

Famous for her complex designs and setups of dominoes, and the mind-blowing sequence of toppling her creations to form dramatic art down to the last fall of the final domino, she has drastically captured her own space in a niche in the art world,

and the number of artists is growing and encompassing almost every part of the electronic YouTube world.

And make no mistake: Lily is a force to be reckoned with when it comes to YouTube followers. With more than 750 million YouTube views and 2,400,000 subscribers, she is the No. 1 most subscribed domino artist on the web. In fact, her video "Insane Domino Tricks," a collaboration with another artist, has nearly 118 million views — several million more views than the latest Beyoncé and Jay-Z music video.

Lily has also done several commercial projects for brands such as Disney, Marvel, Ford, Honda, Lego, Pizza Hut, and more. She's worked with Will Smith for the feature film

"Collateral Beauty" as well as Katy Perry for the launch of her album, "Witness." Her videos have been featured on NBC, FOX News, Nickelodeon, CNN, CBS, MSN, the front page of Reddit, the front page of YouTube and various sources.

There wasn't much personal information about Lily as she likes to keep her private life out of the spotlight and concentrate solely on her art. She admits to being obsessed with dominoes, but the best part, she insists, "is seeing the last one fall. That's what I live for." Aside from her YouTube channel, she's popular on Facebook (I'm a faithful follower) and Instagram.

To start a project, Hevesh first decides which structures or "tricks" to build

around. For example, she'll build a few pyramids or towers, and only then connect them in a single line of dominoes before knocking it all down. The idea is to create the more complicated structures in a vacuum, so if one of them falls, it won't knock down the entire project.

She's knocked down a number of her designs by accident, but says that failure is just a part of the process. The key is to keep building even after losing hours of work, or even days, to a clumsy step.

What sets her apart from others? Hevesh says it's her free-form style. "I like to go all over the place with my setups," she says, "so people can always be surprised by what's going to come next."

After her first viral video

in 2013, Hevesh realized what she did was much more than just a hobby. She's an artist for hire and the jobs keep pouring in. While it's a dream job to her, she says her ultimate goal isn't simply financial: She wants to spread her love of domino art to new audiences around the world, and hopes her videos will inspire more kids to get involved in STEAM (science, technology, engineering, art, math) related hobbies.

Check out this amazing young lady on YouTube at www.youtube.com/user/Hevesh5/videos.

I promise: You, too, will be amazed.

Peg DeMarco is a Morganton resident who writes a weekly features column for The News Herald. Contact her at pegdemarco@earthlink.net.