



+ TIMES SQUARE ARTS

FOR IMMEDIATE RELEASE

Media Contacts:

TSAC: Pattie Haubner (914) 275-2984 | Brittany Forgione (646) 734-6109

Times Square Arts: Gia Storms (212) 452-5205

TIMES SQUARE MOMENT AUGUST FEATURE DEFIES GRAVITY

Late Night Digital Display on Big Screens Will Create Optical Anti-Gravity Chamber

New York, NY- August 2, 2012 - The digital screens in Times Square have transformed into the world's largest optical anti-gravity chamber for the month of August as the **"Times Square Moment: A Digital Gallery"** features the work "Weightless, 2012" by Swedish artist Erika Janunger. A presentation of the **Times Square Advertising Coalition (TSAC) and Times Square Arts**, the free digital gallery will host screenings of the film every night throughout the month of August from 11:57 pm to midnight.

Tourists and metro area residents are raving about the new late night free attraction and digital gallery that is bringing creativity, energy, cutting-edge graphics, and digital art to the Crossroads of the World. **"Times Square Moment: A Digital Gallery"** marks the first time that sign operators surrounding Times Square have joined together to offer coordinated creative content at a regularly scheduled time each and every day.

"The Times Square sign operators offer residents and visitors a reason to come to Times Square late in the evening, or to linger after their dinner at night post-theater," said Alan High, Chairman of the Times Square Advertising Coalition and President of Clear Channel Spectacolor and Clear Channel Malls. "Our August 'Times Square Moment: A Digital Gallery' makes the most of our digital assets as the images will appear to float between the buildings."

"This exceptional work mimics the phenomenon of being in Times Square at midnight: Just as the dancers shown in the film are pulled by competing forces in different directions, so do Times Square's visitors have their attention pulled one way, then another by the dazzling and distracting signs that make this place unique," said Tim Tompkins, President of the Times Square Alliance.

"Times Square Moment: A Digital Gallery" is a program organized and supported by the Times Square Advertising Coalition in partnership with Times Square Arts. Launched on May 1, 2012, a coordinated show is featured at the same time every evening, with content changing every month. Every show begins with a countdown that signals the start of the nightly presentation. Selected works will be announced in the weeks preceding the start of a new show, as will the exact signs participating in each month's selection.

The following digital screens are participating in the August Times Square Moment: ABC Super Sign, American Eagle Times Square, Bank of America, City Outdoor, Disney, JVC Screen, MTV 44 ½, NASDAQ, Clear Channel Spectacolor HD129 (on the Times Square Visitor Center Marquee), Clear Channel Spectacolor HD 128 and Spectacolor HD 127, Times Square Visitor Center lobby screens, Viacom North and Viacom South (SL Green Realty and Orange Barrel Media) and Thomson Reuters.

Plus, 8 CEMUSA newsstands will be lit up on Broadway and 7th Avenue between 41st and 49th streets. The signs will continue to run the content every evening at 11:57 pm through the end of August.

Guidelines for participation in future programs are located on the Times Square Alliance website. All inquiries relating to content should be directed to artsubmit@timessquarenyc.org and must include TIMES SQUARE MOMENT in the subject line of the email.

Times Square Advertising Coalition (TSAC) is a trade association comprised of major advertisers, retailers, real estate firms, media companies and other businesses involved in the outdoor sign industry in Times Square, along with organizations representing Broadway and the community. Members of TSAC include: ABC Regional Sports & Entertainment Sales, Clear Channel Spectacolor, Daktronics, D3 LED, Digital Domination, Hines Management, Jamestown One Times Square, Lamar Advertising Company, Landmark Sign & Electric, Metro Media Technologies, Newmark Knight Frank, North Shore Neon, P.R.omotion!, Sherwood Outdoor, SL Green, The Times Square Alliance, The WOW Factor, Thomson Reuters, YESCO Electronics and Walgreens. www.timessquareadcoalition.org

Times Square Arts, the public arts program of the Times Square Alliance presents temporary cutting-edge art and performances in multiple forms and media to the 360,000 to 500,000 daily visitors to New York City's Times Square, making it one of the highest profile public arts programs in the United States. Since its inception, Times Square Arts has featured works by a diverse group of more than four dozen prominent and emerging artists. It is funded by Rockefeller Brothers Fund and Rockefeller Foundation's Cultural Innovation Fund, which works to spur and support cultural innovation in New York City's creative sector. For past projects, visit www.TimesSquareNYC.org/arts

About the Artist

Erika Janunger is an artist, architect and musician, born and raised in northern Sweden, now living and working in Stockholm. She graduated from Konstfack University College of Art in Stockholm in 2007 with a master's degree in Interior Architecture. Today her practice and projects span the fields of art, architecture, film production and music. In all her works her focus, interest, and enquiry is in how the world is perceived. Her training and talent in the visual, spatial and audio fields, has led to unique expressions of the close relationship between body movements, objects and sounds and the way we experience architecture and ultimately the world around us. She has received significant attention in many countries for her visual experiments with dance and architecture.

About the Producer

PORTLAND GREEN™ is a not-for-profit organization based in London that commissions, makes, produces, exhibits and distributes film and contemporary art works that are central to our thinking about the world at the present time.

About "Weightless, 2012"

The artists' film "Weightless, 2012" is a multi-screen version of the 2007 film "Weightless" by Erika Janunger, who plays multiple roles as director, art director and songwriter. The film uses architecture as the director. Two dancers using the floors of a set are working under its tough constraints, but are also left with new breathtaking possibilities of movement. The set in "Weightless, 2012" is split in two, depicting the everyday environments of the living room and the bedroom. Two polarities speaking of public and private, awake and asleep, constraint and release. The film tells a tale of how easily the eye can be deceived and one's longing to break free from a force that will always keep movements caged, the relentless force of gravity. Weightless, 2012 was co-edited by Erika Janunger and Mark Scarrett and produced by Portland Green.

Weightless has been screened at Vo'Arte: Festival of Film, Art and Technologies, Portugal, 2011; International Dance and Electronic Media, Mexico (FEDAME), 2010; Murberget Lansmuseet Vasternorrland, Sweden, 2011; and Dance Camera West, USA, 2009.

Performers: Malin Stattin, Tuva Lundkvist; Direction, Scenography & Choreography by Erika Janunger; Director of Photography, David Grehn; Costume, Johanna Adebäck; Hair & Makeup, Klara Janunger; Editing, Josefine Truedsson; Post Production, Gustaf Holmsten. Multi-Screen Editors: Erika Janunger, Mark Scarratt; Multi-Screen Producer: Portland Green; Funded by Konstfack University College of art and handicraft. Support from Tarkett, Gelia, Ljud& Bildmedia, Visualart. Distribution: PORTLAND GREEN™