# Press Kit: Times Square Moment: Digital Art Gallery

## ABOUT THE PROGRAM

This new program is presented by the Times Square Advertising Coalition (TSAC) and Times Square Arts, the public art program for the Times Square Alliance. The initiative is a collaboration of the Coalition and the Alliance, with additional partners of participating signholders and artists.

Each month, the program will present a new selection to be screened every day in a countdown to Midnight. Creativity always has been at the forefront of the Times Square signs and their presence is now so integral to the identity of this iconic public space that they are *required* within zoning regulations. This level of signholder's commitment to synchronize their daily programs to feature the artist work throughout the year is unparalleled. Every night in Times Square will feature a spectacular.

The preview during the month of April 2012 showcases Ori Gersht, a London based artist from Tel Aviv and an edited version of his 2006 film *Big Bang 01*.

May 1, 2012 represents the official launch featuring the *Robert Wilson Video Portraits*. The series of work from this renowned American artist are HD video that blur time-based cinematography with the decisive moment of still photography. For a few minutes, Times Square will feature a different portrait gallery of actors, artists, dancers, writers, athletes and animals.

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# Press Listing

## Official Launch: May 1, 2012

The official launch of "Times Square Moment: A Digital Gallery" will feature the work of renowned artist Robert Wilson starting **Tuesday, May 1 to Thursday, May 31 at 11:57 p.m. on multiple screens in Times Square.** This first of its kind program is presented by the Times Square Advertising Coalition (TSAC) and curated by the Times Square Arts, the public art program of the Times Square Alliance.

Robert Wilson is among the world's foremost theater and visual artists. The video work that will appear on the Times Square digital signs -- Robert Wilson Video Portraits -- has toured the globe in some of the most prestigious museums, galleries and public spaces. The exhibition's stop at the Crossroads of the World will include video portraits of actors, artists, dancers, writers, athletes, people of all backgrounds, and animals that reflect the breadth of Wilson's career. For more details on the artist, visit www.robertwilson.com.

PRESS RELEASE: http://timessquarenyc.org/mediapress/news-detail/index.aspx?nid=55
CLICK NOW PLAYING FOR THE CURRENT PROGRAM.

**Presented by the Times Square Advertising Coalition in association with RW Work Ltd. and Dissident Industries Inc.**

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# Photos for Download

# How to Propose a Project

Times Square Arts, the public art program of the Times Square Alliance and Times S quare Advertising Coalition will seek proposals from curators of moving image archives, individual artists and creative producers who want to reinvestigate their artists' existing work across new formats to create multi-screen and multi-format presentations. In this first season, we ask to show **artists who have a gallery biography** and see this an opportunity to expose their work to a more general audience.

All applications must be made via the online application form at https://timessquare.slideroom.com/

## Background

One of the greatest icons of Times Square has been the presence of electronic signs. These moving image billboards reflect the commercial representation of our culture. With this project, we take a small commercial break each day to showcase the representation of the world through the eyes of artists. The artists make visual statements that stop us, surprise us, or make us question everyday objects, situations or truths. Advertising has always showcased creative talent; it is natural that a group of the most influential advertising real estate owners would support this public artistic license.

## Criteria

Times Square Arts, on behalf of TSAC and The Alliance, will curate and administrate this public art program. We are not a producing organization and thus the producing of the works for the screens must be identified as the responsibility of the proposer. The program will act as the bridge between all partners.

- The process will showcase works up to 180 seconds (plus simple title credit)
- The screens are not of the same size, aspect ratio or format. This requires a sophisticated treatment of how the work will be reinterpreted for the site-specific area and on the screens available.
- The work must sit within a very busy visual context; serious consideration as to how this material will interact or counter the other content that will be running simultaneously as well as the printed matter billboards.
- The process of editing, encoding and formatting for each screen (or cluster of screens) requires a technical sophistication.
- All licenses of the content (and content which references other content) must be the responsibility of the proposing body and artist. (This is one reason why it is necessary that all content proposed has been completed prior to submission)
- Ability to work to present proposals to a high visual standard
- Ability to work towards a tight timeframe

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# Press

AP: (Notable hits include: MSNBC, Yahoo! News, WSJ.com, Newsday, Crain's, Businessweek)
http://online.wsj.com/article/APad9ffbe5516140adb14bc9f017cc3d6a.html

artinfo:
http://artinfo.com/news/story/797689/exploding-flowers-and-robert-wilson-portraits-supplant-ads-on-times-square-jumbotrons

MediaPost:
http://www.mediapost.com/publications/article/172221/the-times-square-moment-nothing-to-sneeze-at-oka.html

Art is Contemporary:
http://www.artiscontemporary.org/agenda_detail.php?id=663

**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.

The **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, Monster Media, 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.