

FOR IMMEDIATE RELEASE



Rob Pruitt, *The Andy Monument* (2011). Digital rendering

PUBLIC ART FUND

presents

ROB PRUITT

The Andy Monument

Union Square

(Corner of 17th Street and Broadway)

March 30 – October 2, 2011

MARCH 30, 2011, NEW YORK, NY—Public Art Fund is pleased to present **Rob Pruitt's *The Andy Monument*, March 30 – October 2, 2011**, at the northwest corner of **Union Square**. The monument to **Andy Warhol**, the father of Pop Art and one of New York's enduring cultural icons is installed just outside the building that housed Warhol's "Factory" for more than ten years in the 1970s and early 1980s, and just down the street from an earlier "Factory" site.

"We are thrilled to be collaborating with Rob, whose work has exactly the spirit of generosity and engagement that lends itself so well to public art," said **Nicholas Baume**, Public Art Fund Director and Chief Curator. "Inspired by Warhol and his story, Rob moved to New York as a young man and even met Warhol when he visited the 'Factory' to interview for a job. Rob's memory of the artist that day formed the vision for this sculpture, and I think that personal connection will resonate with many who come to visit, just as it does with me."

Pruitt envisions the monument as a pilgrimage site that embodies the spirit of Warhol and the Downtown cultural movement. "Every day a thousand more kids come to New York propelled by his legacy. And even if the decades pass and Warhol's legacy becomes further distant, there is a direct link to him—this pilgrimage, coming here to make it big, to be an artist," said **Pruitt**. "Like Oscar Wilde's grave at Père Lachaise, there should be a destination in New York to mark that journey. I think something needs to be in the streets of New York, something you could visit at 4:30 in the morning."

Adapting the visual language of formal statuary, like the nearby monuments to Gandhi, Lincoln, and Washington, the seven-foot-tall figure stands atop a concrete pedestal, its chromed surface reflecting the surrounding neighborhood where Warhol worked for much of his life: **Max's Kansas City**—a favorite Warhol hangout—once stood nearby, *Interview* magazine was launched in the neighborhood, and **Valerie Solanas** attempted her assassination of Warhol there.

"Andy Warhol spent much of his time here in Union Square and so it is fitting that Rob Pruitt's *The Andy Monument* is our first public art installation to grace the new pedestrian plazas at the

corner of Broadway and 17th Street,” said Union Square Partnership Executive Director **Jennifer Falk**. “With the recent completion of Union Square Park’s north end, Union Square is a must-see destination this summer and we look forward to welcoming visitors from near and far when they come to create their own unique experience here.”

ABOUT ROB PRUITT

Rob Pruitt’s work is rooted in a pop sensibility and a playful critique of art world structures. His conceptual projects have included performance-based artworks like his recent *Art Awards* that were presented at the Solomon R. Guggenheim Museum (2009 and 2010) and modeled after Hollywood awards ceremonies, as well as simple gestures that promote possibilities for creativity in everyday life, as demonstrated in the series *101 Art Ideas You Can Do Yourself* (2001). His work is always characterized by an incisive humor and exuberant visual flair. Pruitt lives and works in New York City.

VISITING THE EXHIBITION

The Andy Monument will be on view in the pedestrian mall at the northwest corner of Union Square at 17th Street and Broadway.

Subways: L,N,Q,R,4,5,6 to Union Square

A free *Guide By Cell* explanation of the work will be available by calling 646.862.0945.

SPONSORSHIP

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ABOUT PUBLIC ART FUND

Public Art Fund is New York’s leading presenter of artists’ projects, new commissions, installations, and exhibitions in public spaces. Since 1977, the Public Art Fund has worked with over 500 emerging and established artists to produce innovative temporary exhibitions of contemporary art throughout New York City. By bringing artworks outside the traditional context of museums and galleries, the Public Art Fund provides a unique platform for an unparalleled encounter with the art of our time. **For more information about Public Art Fund, please visit www.publicartfund.org.**

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