



FOR IMMEDIATE RELEASE

**PUBLIC ART FUND LAUNCHES 40<sup>TH</sup> ANNIVERSARY SEASON WITH  
ALL – BOROUGH GROUP EXHIBITION  
COMMERCIAL BREAK**

**Featuring Digital Interventions by 23 Artists  
at Times Square, Barclays Center, Westfield World Trade Center,  
Hundreds of LinkNYC Kiosks, and PublicArtFund.org**



**COMMERCIAL BREAK**  
**February 6 – March 5, 2017**  
**Citywide**

**FEATURED ARTISTS & SITES:**

- **Times Square:** Cory Arcangel, Korakrit Arunanondchai, Brian Bress, Sue de Beer, Mary Reid Kelley and Patrick Kelley, Heather Phillipson, and Martine Syms
- **Barclays Center:** Meriem Bennani, Kate Cooper, Cécile B. Evans, GCC, Agnieszka Polska, Tabor Robak, and Jacolby Satterwhite
- **Westfield World Trade Center:** Hayal Pozanti
- **LinkNYC:** Lucas Blalock, Antoine Catala and Gabriel Kahan, Awol Erizku, Ed Fornieles, David Horvitz, Britta Thie, and Hannah Whitaker
- **PublicArtFund.org:** Casey Jane Ellison

**January 24, 2017, NEW YORK, NY** – This February, **Public Art Fund** presents *Commercial Break*, a new citywide group exhibition celebrating and expanding upon the organization's commitment to new media-based artwork. Launching Public Art Fund's **40<sup>th</sup>**

**anniversary season**, and emblematic of the organization's innovative history, *Commercial Break* draws inspiration from the organization's seminal exhibition series *Messages to the Public*, which ran on the 800-square-foot animated Spectacolor light board in Times Square from 1982-1990. Similarly disrupting the daily flow of advertising, but reflecting today's visual saturation of digital screens, *Commercial Break* invites a generation of artists working in new media to create site-specific interventions across advertising platforms in New York City. These include a large billboard in **Times Square** near the site of the original Spectacolor board; **Barclays Center's "Oculus,"** a one-of-a-kind 3,000 square foot, 360-degree LED marquee, which hangs above the main entrance to the arena in Prospect Heights; 19 digital screens at **Westfield World Trade Center** in Lower Manhattan; hundreds of **LinkNYC's Link** kiosks in all five boroughs; and **PublicArtFund.org**, where the work will be embedded as a pop-up "ad". ***Commercial Break* will be on view February 6 – March 5, 2017.**

*Commercial Break* is Public Art Fund's largest group show to date and marks its first time presenting work in all five boroughs simultaneously. "*Commercial Break* takes one of our most revolutionary and beloved projects as inspiration, giving us an opportunity to reflect on our history and commitment to media-based artwork, while also presenting new projects in exciting ways for 21st century New York City," says **Public Art Fund Associate Curator Daniel S. Palmer**.

Since *Messages to the Public* launched more than 30 years ago, public space has become increasingly shaped by advances in technology and visual information. Advertising has been seamlessly integrated into the public and private spheres, while modes of communication, from social media to the smart phone, have changed the way we think about our digital and physical worlds. With this in mind, *Commercial Break* invites 23 artists from 12 countries to utilize new forms of media within our digitally saturated city to create 10 to 30-second digital interruptions on some of the city's most highly visible and technically advanced advertising screens. "This exhibition is unique in that all of the artists are working within New York City's advertising cycle and creating new, platform-specific projects made for the digital screen," says **Public Art Fund Associate Curator Emma Enderby**. "These commissions reflect our current moment, responding to today's political and cultural landscape, the role and ubiquity of advertising, and the circulation of images."

*Commercial Break* artists include **Cory Arcangel, Korakrit Arunanondchai, Brian Bress, Sue de Beer, Mary Reid Kelley and Patrick Kelley, Heather Phillipson,** and **Martine Syms** on a billboard at Times Square; **Meriem Bennani, Kate Cooper, Cécile B. Evans, GCC, Agnieszka Polska, Tabor Robak,** and **Jacolby Satterwhite** at Barclays Center's "Oculus;" **Hayal Pozanti** at Westfield World Trade Center; **Lucas Blalock, Antoine Catala and Gabriel Kahan, Awol Erizku, Ed Fornieles, David Horvitz, Britta Thie,** and **Hannah Whitaker** at LinkNYC kiosks in all five boroughs; and **Casey Jane Ellison** at PublicArtFund.org.

For a 5,000-square-foot digital billboard in **Times Square**, at the southeast corner of 47<sup>th</sup> Street and 7<sup>th</sup> Avenue, Mary Reid Kelley and Patrick Kelley have created a new silent video titled *Crete Meat*, which shown within the context of Times Square, becomes a satire of advertising, highlighting the peculiarities of desire. Blurring style vs. brand and artwork vs. product, Cory Arcangel will show an advertisement at the same site under the auspices of his merchandising outfit Arcangel Surfware. Martine Syms will present a new video titled *Lesson LXXV* continuing her powerful ongoing series exploring notions of blackness that began with the creation of commercials on the five lessons outlined in Kevin Young's book *The Grey Album: On the Blackness of Blackness*.

On **Barclays Center**'s unparalleled 360-degree “Oculus” screen, NY-based Jacolby Satterwhite will feature a new virtual reality video inspired by the soundscapes of a musical collaboration with musician Nick Weiss, while Tabor Robak will utilize a new, highly technical algorithm to transform the circular screen into a pipeline of flowing liquid color. Inspired by Atlantic Avenue’s Arab-American culture, emerging Moroccan-born artist Meriem Bennani’s original work at Barclays Center will address the issues surrounding the hijab’s cultural significance and re-evaluate stereotypical Western notions of Islamic attire.

Similarly, Turkish-born artist Hayal Pozanti will take over the 19 digital screens at **Westfield World Trade Center**, including a 280-foot-long LED screen, with a video that appears as a striking contrast between familiar and abstract or technological languages like those of artificial intelligence. Her self-conceived alphabet of shapes floats in the background, while its English translation spells out the words “RELENTLESS TENDERNESS” before us. This distinctively human expression echoes the artist’s plea for tolerance, understanding, and empathy in the world today.

On **LinkNYC** kiosks citywide, artists will present digital still-images and dynamic content, including Brooklyn-based photographer Hannah Whitaker’s striking images of silhouetted figures that evoke street level activity and expand on her existing relationship with the language of advertising. Also on these screens, Ethiopian-born artist Awol Erizku’s new series of images will further explore his interest in the African-American urban vernacular and historic representations of these subjects. And at **PublicArtFund.org**, LA-based Casey Jane Ellison will feature pop-up videos that will take the form of a talk show web series.

At Times Square, Barclays Center, and LinkNYC, a different artist will be shown each day of the week (see schedule below in Visiting the Exhibition). At Times Square, 15-second videos will be shown every 5 minutes; at Barclays Center, 30-second videos will be presented once an hour; and at LinkNYC kiosks, 15-second still-image projects will be shown randomly across LinkNYC’s network in all five boroughs throughout the day and heavily during evening rush hour at five key intersections. At Westfield World Trade Center, Hayal Pozanti’s 10 second video will be screened every 100 seconds; while Casey Jane Ellison’s work will be on view around the clock at PublicArtFund.org.

*Messages to the Public* remains one of the longest running and most popular exhibitions in the history of Public Art Fund. From 1982-90, trailblazing artists of the time presented 30-second animations on an 800-square foot screen in the middle of Times Square monthly. Broadcast on the Spectacolor screen, these works were among the first digital artworks to be shown in a public space and cut through the large-format print ads that proliferated throughout Times Square at the time. The eight-year span included 85 works by 70 artists, including key figures like the Guerrilla Girls, David Hammons, David Wojnarowicz, Lorna Simpson, Alfredo Jaar, Keith Haring, and Jenny Holzer (her first large-scale LED work), among many others.

*Commercial Break* is curated by Public Art Fund Associate Curators Emma Enderby and Daniel S. Palmer.

## **ABOUT THE 40<sup>TH</sup> ANNIVERSARY SEASON**

Public Art Fund celebrates 40 years of presenting bold, impactful, ambitious works of contemporary art throughout New York City with a series of exhibitions in 2017 that is emblematic of the organization’s mission and innovative history. Since Public Art Fund’s

founding by Doris C. Freedman in 1977, the organization has worked to break down the inherent boundaries between audiences and institutions, by presenting work outside the confines of the traditional white cube. 40 years later, Public Art Fund continues to demonstrate the power and potential of public art to transform the urban environment, while encompassing experiences as diverse and wide-ranging as the artists who have imagined them.

The 40th anniversary exhibition lineup includes the citywide group exhibition *Commercial Break* (February); *Liz Glynn: Open House* (March) at Doris C. Freedman Plaza; *Anish Kapoor: Descension* (May) at Brooklyn Bridge Park; *Katja Novitskova: EARTH POTENTIAL* (June) at City Hall Park; and more to be announced in early 2017.

**VISITING THE EXHIBITION**

*Commercial Break* will be on view February 6 – March 5, 2017.

The Times Square billboard is located at the southeast corner of 47<sup>th</sup> Street and 7<sup>th</sup> Avenue.

Barclays Center’s “Oculus” is located at 620 Atlantic Avenue, at the intersection between Atlantic and Flatbush Avenues in Brooklyn.

Westfield World Trade Center is located at 185 Greenwich Street in Manhattan at the World Trade Center complex.

The five key intersections for LinkNYC kiosks where the works will be shown heavily between 5:00 and 7:00pm daily include 86th St & 3rd Ave; 14th St & 8th Ave; Bowery (from Houston to Delancey St); Frederick Douglas Blvd (from 123rd to 125th); and 34th St & 6th Ave (Herald Square).

Schedule of artists:

	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
<b>Times Square</b>	Mary Reid Kelley and Patrick Kelley	Brian Bress	Heather Phillipson	Korakrit Arunanondchai	Martine Syms	Sue de Beer	Cory Arcangel
<b>Barclays Center</b>	Kate Cooper	Cécile B. Evans	Jacolby Satterwhite	GCC	Tabor Robak	Meriem Bennani	Agnieszka Polska
<b>Link NYC kiosks</b>	Antoine Catala and Gabriel Kahan	Ed Fornieles	David Horvitz	Awol Erizku	Britta Thie	Hannah Whitaker	Lucas Blalock
<b>Westfield World Trade Center</b>	Hayal Pozanti						
<b>PublicArtFund.org</b>	Casey Jane Ellison						

## **SUPPORT**

Public Art Fund's **40th Anniversary Leadership Circle** is gratefully acknowledged, including Jill & Peter Kraus, Jennifer & Matthew Harris, the Charina Endowment Fund, Elizabeth Fearon Pepperman & Richard C. Pepperman II, Jennifer & Jason New, Holly & Jonathan Lipton, Marcia Dunn & Jonathan Sobel, Stavros Niarchos Foundation, Patricia & Howard Silverstein, The Silverweed Foundation, and Katherine Farley & Jerry Speyer.

*Commercial Break* is presented with special thanks to Westfield World Trade Center, Barclays Center, and Intersection.

Additional support for this exhibition is provided by C L E A R I N G, New York / Brussels.

## **ABOUT PUBLIC ART FUND**

As the leader in its field, Public Art Fund brings dynamic contemporary art to a broad audience in New York City and beyond by mounting ambitious free exhibitions of international scope and impact that offer the public powerful experiences with art and the urban environment.

## **MEDIA CONTACTS:**

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## Images:

Martine Syms, *Lesson LXXV*, 2017, Digital Video, Courtesy of the artist and Bridge Donahue Gallery  
Tabor Robak, *Liquid Demo*, 2016, Detail of digital video, Courtesy of the artist