



NEWS RELEASE

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SPRING IS IN THE AIR AND TIMES SQUARE SIGNS ARE BLOOMING Bringing a New "Season" of Art & Creativity to the LED Screens

First-Ever Coordinated, Daily Screening by Key Times Square Signs

***"Times Square Moment: A Digital Gallery" will preview on April 1st;
Full Program to Launch May 1st***

New York, New York - Officials of the Times Square Advertising Coalition (TSAC) today announced an exciting new program, "Times Square Moment: A Digital Gallery" to bring creativity, energy and cutting-edge graphics and digital art to the world's center of communications each day. For the first time, a dozen signs surrounding Times Square will come together with Times Square Arts to exhibit dynamic, high-quality art at a regularly scheduled time each day at the Crossroads of the World.

"The spectacular digital screens of Times Square provide the world's most exciting canvas on which to present creative content," said Alan High, Chairman of TSAC and President & General Manager of the Clear Channel Spectacolor and Clear Channel Malls divisions of its parent company, Clear Channel Outdoor. "This is the first time that multiple screens have dedicated time to displaying such content simultaneously, and we believe the impact will be exhilarating."

"The Times Square Moment: A Digital Gallery" literally takes the Alliance's public art program to new heights, providing a spectacular and truly unique venue for the display of innovative art," said Tim Tompkins, President of the Times Square Alliance. "This is an astonishing act of leadership from TSAC that honors the arts community."

"Times Square Moment: A Digital Gallery" previews on April 1, 2012 at 11:57 pm with Big Bang 01, a film created by Ori Gersht. The film will last several minutes. The following digital screens are expected to participate in the preview, which will roll out over several weeks: ABC Super Sign, American Eagle, Clear Channel Spectacolor, Disney, NASDAQ, SL Green Realty and Orange Barrel Media, and Thomson Reuters. The signs will continue to run the content every evening at 11:57 pm, with several screens displaying Mr. Gersht's work at additional times during the day/evening.

FOR INTERESTED MEDIA, THE APRIL "TIMES SQUARE MOMENT: A DIGITAL GALLERY", WILL BE SHOWN THREE TIMES ON WEDNESDAY, APRIL 4, 2012, AS FOLLOWS: 11:57 am, 6:57 pm and 11:57 pm for photo and B-roll opportunities.

ABOUT TIMES SQUARE MOMENT: A DIGITAL GALLERY

"Times Square Moment: A Digital Gallery is a new program organized and supported by the Times Square Advertising Coalition. The curation of original graphic and video art will be solicited and chosen by a new selection committee composed of artists, designers and members of the Times Square advertising community in cooperation with Times Square Arts. The committee will solicit proposals from a broad range of established and emerging talent in the artistic, creative and academic communities.

The Times Square Advertising Coalition and Times Square Alliance will post guidelines for participation in the program at the Times Square website on May 1. 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 to receive updates. We shall not be considering any submissions or inquiries until the proposal is live online.

Selected works will be announced in the weeks preceding the start of a new show. Additional details about the participating signs and exact times of the show will also be announced.

CURRENT AND UPCOMING PROGRAM ARTISTS AND CURATORS INCLUDE:

April 1, 2012 Preview: Featuring Big Bang 01, a film by Ori Gersht

Born in Tel-Aviv, Israel, Mr. Gersht received his masters in Photography from the Royal College of Art, London. He has exhibited around the world with such institutions as Guggenheim Museum, The Tate Modern and Tate Britain, London, The Getty Museum, Los Angeles, the Victoria & Albert Museum, London, the Hirshhorn Museum and Sculpture Garden, Washington, D.C. and an upcoming survey show at the Museum of Fine Art Boston. Mr. Gersht investigates the relationships between film, technology and optical perception at a pivotal moment in the history of art where digital technology both threatens a crisis and promises a breakthrough. In *Big Bang*, Mr. Gersht has recreated still-life compositions in the style of Old Master paintings, tracing the evolution of artists' fascination with representing reality from the seventeenth century to the present day.

<http://crggallery.com/artists/ori-gersht/>

May 1, 2012 Official Program Launch: Featuring the Work of Robert Wilson

Mr. Wilson's recent commissions include works for the London Olympic Cultural Festival and the Louvre Museum. The New York Times described Robert Wilson as "a towering figure in the world of experimental theater." He has realized stage works which unconventionally integrate a wide variety of artistic media, including dance, movement, lighting, sculpture, music, and text and visual arts exhibitions in over 52 countries.

www.robertwilson.com

Future Curatorial Partners

chashama

Founded by Anita Durst in 1995, chashama has been at the forefront of the movement to provide vital opportunities to artists of all stripes and expose new audiences to art through creative space redistribution. Landowners donate temporarily vacant properties that chashama recycles into creative hubs, and grants to artists, organizations and youth arts programs at free or highly subsidized rates. In the past year, chashama managed \$2 million worth of space, and made 153,359 square feet available to almost 500 artists, reaching an audience of nearly 200,000. Join us at www.chashama.org.

Artists Wanted

Artists Wanted is a collaborative project between several New York City artists and creative organizations working to build new lasting opportunities for emerging talent. Founded by two Brooklyn based artists in 2007, Artists Wanted has since distributed over \$1.5 Million in grants and awards while connecting tens of thousands of artists to exposure and opportunities worldwide. www.ArtistsWanted.org

EAI (Electronic Arts Intermix)

Founded in 1971, Electronic Arts Intermix (EAI) is a nonprofit arts organization that is a leading international resource and pioneering advocate for video and media art and artists.

www.eai.org

ABOUT THE PARTICIPANTS:

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.

www.timessquareadcoaliton.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.

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