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Times Square's digital gallery going global

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NEW YORK — Digital artwork displayed on Times Square's electronic billboards is going global.

A pilot program that will showcase the works on six continents began rolling out in June.

The first work to be shown is a version of a 3-minute video by singer-songwriter Bjork (byohrk). It is called "Mutual Core" and first appeared nightly in March on Times Square's digital gallery called Midnight Moment. It's a program of the Times Square Advertising Coalition and the Times Square Arts.

The video shows the forces of nature exploding across a futuristic landscape.

It'll be shown on screens in Europe, Antarctica, Australia, African, South America and Asia.

The global program is a partnership between the Times Square Arts and Streaming Museum. Times Square Arts is the public art arm of the Times Square Alliance.

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