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# TIBOR IN ORBIT

New York, May 23, 2000: Creative Time and Maira Kalman in conjunction with the New Museum present TIBOR IN ORBIT, a public art project that posthumously honors designer Tibor Kalman. This project fulfills Tibor's unrealized dream of creating an "un-advertising" campaign to question social and economic equality. Towards the end of May, watch for TIBOR IN ORBIT on 1 million Parmalat/Sunndydale fat-free and 1% 1/2 gallon milk cartons in supermarkets in the New York metropolitan area (they will be sold for four weeks after they initially appear) and on the NBC Astrovision by Panasonic video screen in Times Square.

The NBC Astrovision by Panasonic video billboard in Times Square will run a sixty-second spot that features four "Tiborisms" every hour at 59 minutes past the hour for six weeks starting the first week of May. In Times Square's canyon of advertising, filled with MTV-quick images, the frozen TIBOR IN ORBIT images will create a stark contrast with the surrounding advertisements. Additionally, M&Co, Kalman's design firm has created milk carton panels that read "Tibor says-everything is an experiment."

Anne Pasternak, Creative Time's executive Director, "I met with Tibor before he passed away. He told me that he had always wanted to do an un-advertising campaign. I am happy to be able to work with Maira to help fulfill his desire." Creative Time, New York's most adventurous public art presenter, has been introducing the public to new concepts of art for the past 27 years.

Kalman initially worked with Creative Time on the EVERYBODY installation in Times Square during the 42nd Street Art Project (1994). He was responsible for creating the organization's logo and identity campaign. He was an active board member of Creative Time for many years, sharing with us a spirit and approach to creativity that perfectly compliments our mission.

*Tiborocity*, a retrospective of Tibor's work, will happen concurrently at the New Museum of Contemporary Art (May 6th to August 20th). It consists of approximately 200 works drawn from Kalman's personal collection and the archives of M&Co, Kalman's design firm in New York.



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