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Got a Minute?
Creative Time and Panasonic launch The 59th Minute
A video art series in the heart of Times Square

February 16, 2001-- Creative Time and Panasonic today announced the launch of The 59th Minute: Video Art on the Times Square Astrovision, a new video art series by internationally-acclaimed artists, which will debut on February 28. Marco Brambilla will kick-off The 59th Minute with an excerpt from Superstar, which will run through April 15. The series continues with Fischli & Weiss (April 16 - May 30) followed by William Kentridge (May 31- August 31).

Each artist's work will be screened during the last minute of every hour of the Astrovision programming day. The 59th Minute was born of a mutual commitment by Creative Time and Panasonic to invigorate Times Square, the crossroads of New York culture and commercialism, with new media and artful innovation. This series will periodically feature different artists, offering a rare opportunity for video artwork to be viewed publicly within the world's media culture capital.

A veteran filmmaker, Marco Brambilla manipulates time-based work with cinematic precision and cyclical narratives, eliciting both suspense and wonder. In his excerpt from his video Superstar, a subject is frozen in mid-air, at the center of a centripetal spin, nearing the conclusion of a free-fall from a building. Through the use of the technology like that in the recent Hollywood hi-fi hit The Matrix, we observe the 1/500 second wedge of real time from a 360-degree perspective. The swirling cityscape, in which the subject is suspended, invokes disorientation unique to Times Square. Cyclorama (2000), also by Brambilla, uses video as a trope in an installation of eight video monitors. Each monitor displays a view from a different revolving rooftop restaurant, creating an illusion of a single skyline panorama. Brambilla, like Times Square, subverts time with the distortion of media, scale and, consequently, context.

For the second installment of The 59th Minute, Swiss artists Peter Fischli and David Weiss (Fischli & Weiss) present Bussi (Cat Drinking Milk), in which they elevate a common housecat to near mythic status in the heart of Times Square. Since the 1970's the duo has consistently amused and surprised viewers with their devious and often funny works that play with out expectations of the everyday. Their delightful sense of irony comes through in Bussi, a disarmingly poignant sight in the hustle and bustle of Times Square.



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The series' third segment is by South African artist William Kentridge, who is globally recognized for his handcrafted animated films, drawings and theatrical productions. His project for *The 59th Minute*, *Shadow Procession*, depicts a haunting procession of black puppet-like figures made from cardboard cutouts. The figures, hunched and crippled, move from left to right across the screen hauling their belongings—donkeys, carts, chairs, sacks, even whole towns on their backs—as if in an exodus. Influenced by the brutality of his native land's Apartheid, *Shadow Procession* conveys the drudgery of living amidst prolonged violence. Their passage looks like a classical frieze of anonymous shadows in a collective journey. William Kentridge's *Shadow Procession* humbles onlookers with its astonishing simplicity in rendering the displacement and flight of a people amidst the cacophony of Times Square. Concurrent with the presentation of his work on *The 59th Minute* will be a summer retrospective at the New Museum, June 2-Sept 16.

Creative Time, New York City's leading public arts presenter has a 29-year history of presenting experimental public works of art that investigate the role of art and the artist in our social landscape. www.creativetime.org

The NBC Astrovision by Panasonic is the visual centerpiece of New York City's Times Square, the "Crossroads of the World." Measuring nearly three stories high and four stories wide, the screen – which contains 1.5 million light-emitting diodes (LEDs) is capable of displaying more than a billion shades of color. Each year, millions of people see the Astrovision either on television, in the movies, or when they visit Times Square. And, every New Year's Eve, the landmark video screen helps the more than 500,000 Times Square revelers count down the famous ball drop.

Panasonic is the best known brand of New Jersey-based Matsushita Electric Corporation of America, which is the principal North American subsidiary of Matsushita Electric Industrial Co., Ltd. (MEI) (NYSE: MC). Additional information can be found by visiting www.panasonic.com.