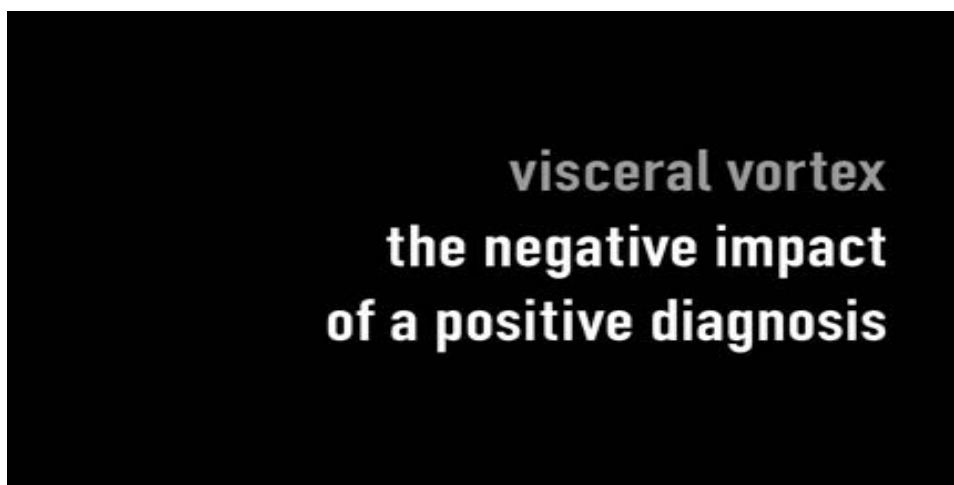




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Creative Time and Panasonic Present a New Work by Jeff Gibson
Viralysis: A Beginner's Guide to Infectious Psychology
In Honor of Day With(out) Art 2001/ World AIDS Day on the Times Square Astrovision



Courtesy of the artist

On **December 1, 2001** Creative Time will present its annual observance of World AIDS Day/Day With(out) Art, with a new work by artist and writer, Jeff Gibson. Titled *Viralysis: A Beginner's Guide to Infectious Psychology*, Gibson's project for Day With(out) Art 2001 gives voice to the complex psychological issues surrounding living with HIV/AIDS and other long-term illnesses. This project is part of The 59th Minute: Video Art on the Times Square Astrovision, an ongoing series of video artwork by international artists produced by Creative Time and sponsored by Panasonic.

Viralysis: A Beginner's Guide to Infectious Psychology presents a series of coined terms and phrases, comprised of neologisms, puns and satirical wordplays that take an incisive look at stigmas and attitudes concerning disease. The texts also address the psychological effects of living with uncertainty and imminent threat, an almost universal condition since September 11. Conceived specifically for Day With(out) Art, Gibson's texts will run during the 59th minute of every hour over the course of December 1, 2001.

Over 13 years ago, Day With(out) Art was initiated by a visionary group of artists/activists in response to intense anger, frustration and grave personal loss due to HIV/AIDS. The impact of the AIDS pandemic has changed in the past decade from high fatality rates to prolonged treatments, resulting in people having to learn to live with the virus. Accordingly, Creative Time's Day With(out) Art 2001 initiative speaks to this new focus on living with the disease. For past Creative Time Day With(out) Art initiatives go to www.creativetime.org/dwa/2001/archives.htm.

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Jeff Gibson

Jeff Gibson is an artist and occasional critic. A former senior editor of Art&Text magazine, he is currently production manager of Artforum magazine, and managing editor of Bookforum magazine. Born in Brisbane, Australia in 1958, Gibson moved to New York in 1998. He has been exhibiting for 20 years, including numerous group and solo exhibitions. He has also carried out several public poster and video projects. His criticism has appeared in Art&Text, Flash Art, Artforum, and Bookforum. In addition to *Viralysis: A Beginner's Guide to Infectious Psychology*, other insightful wordplays by Jeff Gibson can be found in his book, "Dupe: A Partial Compendium of Everyday Delusions" which may be previewed at www.everydaydelusions.com and is available at Printed Matter, 535 West 22nd St., NYC.

Panasonic

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.

Creative Time

Creative Time, for nearly 30 years, has presented adventurous public arts projects of all disciplines. From the Brooklyn Bridge Anchorage, Grand Central Terminal and Times Square to milk cartons, billboards, and skywriting over New York City, Creative Time has a long and distinguished history of commissioning and presenting exciting art that enhances the public realm. Times Square is the site of one of the organization's most renowned projects, *The 42nd St. Art Project*, which was the commission of twenty artists in 1993 to create works for derelict marquees, storefronts and vacancies in Times Square during its redevelopment. Returning to Times Square, *The 59th Minute* exemplifies how public/private partnerships can invigorate the urban landscape and enhance the experience of New York for natives and visitors alike. *The 59th Minute* furthers Creative Time's commitment to commissioning and presenting art that advances an individual artist's practice and provides free public access to cutting edge artwork. For more information on Creative Time please visit www.creativetime.org.

Upcoming Art on the Astrovision

In conjunction with **The Whitney Museum of American Art's** exhibition *Into the Light: The Projected Image in American Art 1964 - 77* (October 18 - January 6, 2002), December 2, 2001 through January 27, 2002 Creative Time is pleased to present a selection of recent works by artists in the exhibition: Gary Hill, Mary Lucier and Michael Snow. The works in Times Square will provide a counterpoint to early works in the show while demonstrating the growth and endurance of video art as a discipline.



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