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**Creative Time and Panasonic present
Bruce and Norman Yonemoto's *ahistory* on the Times Square Astrovision
A Reflection on American Identity in Response to 9.11.01**



Bruce and Norman Yonemoto, *ahistory*, 1992. Courtesy of Electronic Arts Intermix, New York

October 19, 2001—Creative Time and Panasonic, in an effort to broaden public discussion of the impact of the September 11th attacks, will present *ahistory* (1992) by **Bruce and Norman Yonemoto** — a powerful work reflecting on national identity. Launching on October 29 and running through November 30, *ahistory* is part of The 59th Minute: Video Art on the Times Square Astrovision, an ongoing series of video artworks by international artists. Bruce and Norman Yonemoto's *ahistory* references national monuments and symbols from around the world to explore how iconography can inform notions of our national identity, collective memory and history which today, when our nation's psyche is heavy with questions about ourselves and our futures, strikes a resonant chord. Like all videos in the series, *ahistory* will air the last minute of every hour of the Astrovision programming day (6am-1am) with the exception of two daily preemptions for NBC's Today Show and Nightly News.

ahistory



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In *ahistory*, a classic Cadillac glimmers with reflections of national monuments from around the world — Paris' Eiffel Tower, Athens' Parthenon, the Roman Coliseum, the London Bridge, the American flag, concluding with a vista of Joshua Tree National Park in California. Each landmark reflected on the car's surface identifies its respective country, reminding us of shared experiences, national identity and history. The car is a classic emblem of America's post-World War II strength, freedom, and pursuit of the American dream, and the flag reflected on the car's surface is an emblem of American identity. Yet, underlying the flag's positive symbolism, its (upside-down) orientation is an official symbol of distress and a call for help and therefore today, is especially poignant. As the minute-long video concludes with a still shot of the expansive desert landscape of Joshua Tree, the viewer is asked to consider our destiny, what roads we will create and what paths we will take.

Bruce and Norman Yonemoto

Born and raised in California, in the wake of World War II to a family of Japanese descent, Bruce and Norman Yonemoto were faced with complexities of national identity and history. The Yonemoto brothers have developed a body of work which positions itself within the overlapping intersections of art and commerce, of the gallery world and the television screen. They believe that the composition of mass media has become a new historical site of the domination of human behavior. During their twenty-year collaboration, they have been honored with numerous awards and grants from the National Endowment for the Arts, the American Film Institute, The Rockefeller Foundation, and the Maya Deren Award for Experimental Film and Video. They are included in collections around the world in the US, Japan, Europe and South America.

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 3rd through January 27th Creative Time is pleased to present a selection of recent works by artists in the exhibition. The works in Times Square will provide a counterpoint to early works in the show and demonstrate the growth and endurance of video art as a discipline. On December 1, in recognition of **Day With(out) Art/ World AIDS Day** Creative Time will air a new work by artist, **Jeff Gibson**.

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.



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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.