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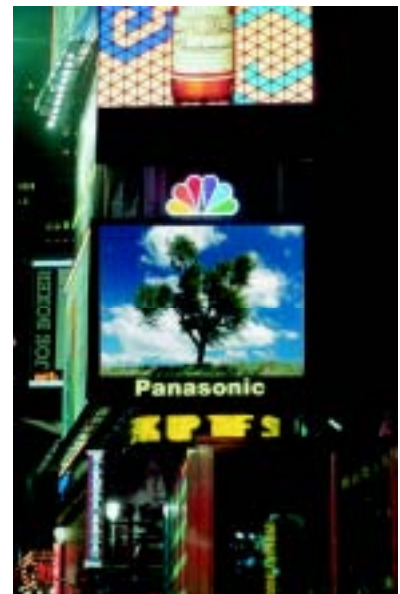
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Creative Time Celebrates the Renewal of Spring with Geneviève Cadieux's *Portrait* on the Times Square Astrovision

April 15, 2002: Creative Time and Panasonic are proud to announce **Geneviève Cadieux's *Portrait*** as part of The 59th Minute: Video Art on the Times Square Astrovision. Geneviève Cadieux is the ninth internationally acclaimed artist to participate in this ongoing series, which offers a rare opportunity for video artwork to be viewed publicly within the world's media culture capital. On this occasion, the artist provides a beautiful opportunity to pause and reflect on our surroundings with a message of strength, beauty, and endurance.

In the winter of 1998, Montréal experienced a mammoth ice storm when freezing rain iced the province of Québec, crippling and killing many of the area's trees. The following spring Geneviève Cadieux found a survivor of the winter. Though badly damaged, Cadieux was struck by the tree's personification of many qualities necessary for survival: resilience and sovereignty. In *Portrait*, the tree serves as a metaphor for solitude and, more importantly, the regeneration and renewal of spring. The horizon, on which the tree stands brushed by the wind, serves as a reminder that even in New York City, where the horizon is invisible, nature's influence is everywhere. This spring, as New York continues to recover from the appalling September tragedies, *Portrait* evokes the renewal of nature's beauty in the cycle of seasons and our endurance through autumn and winter, while reminding us that there is a horizon beyond the City's skyscrapers.

Portrait, as part of The 59th Minute, furthers Creative Time's commitment to commissioning and presenting art that speaks to the moment, advances an individual artist's practice, and provides free public access to cutting edge artwork. Times Square is the site of one of Creative Time's most renowned projects, The 42nd Street Project, for which the organization commissioned 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. More importantly, Cadieux's *Portrait* offers a window to nature's serenity within Times Square's quotidian cacophony.





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Like all videos in the series, Geneviève Cadieux's *Portrait* will air the last minute of every hour of the Astrovision programming day (6 a.m. – 1 a.m.) with the exception of two daily preemptions for NBC's "Today Show" and "Nightly News."

Geneviève Cadieux

Geneviève Cadieux was born in 1955 in Montréal, where she still lives and works. Her solo exhibitions include the Americas Society, New York; Centre d'Art Contemporain de Genève, Switzerland; the Cleveland Center for Contemporary Art; Stephen Friedman Gallery, London; Galerie Nathalie Obadia, Paris; Galerie René Blouin, Montréal; Institute of Contemporary Art, London; Kent Fine Arts, New York; Musée d'Art Contemporain de Montréal; Musée Départemental d'Art Contemporain de Rochechouart, France; Musée des Beaux-Arts de Montréal; the Museum van Hedendaagse Kunst Antwerpen, Belgium; Nouveau Musée, Villeurbanne, France; the Pittsburgh Center for the Arts; and the Tate Gallery, London, among others. In 1990 Geneviève Cadieux represented Canada at the Venice Biennale. She has also participated in the Montréal, Sao Paolo, and Sydney Biennales. Major international institutions that have exhibited Cadieux's work include the Centre Georges Pompidou, Paris; the Centro de Arte Reina Sofia, Madrid; the Kyoto Museum of Modern Art; the National Gallery of Canada; the New Museum for Contemporary Art, New York; the Walker Art Center, Minneapolis; and the Wexner Art Center, Columbus, OH, among others.

Cadieux's work is represented in public collections worldwide. In 1993, she was a recipient of the prestigious Deutscher Akademischer Austauschdienst Award, Berlin. She has taught at L'École d'Art de Grenoble, L'École Nationale Supérieure des Beaux-Arts de Paris, Universitat Politècnica de València, the University of Illinois in Chicago, College of Architecture and the Arts, as well as for BFA and MFA Programs at Concordia University, Montréal.

Creative Time

For nearly 30 years, Creative Time 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 innovative art that invigorates the public realm. For more information on Creative Time please visit www.creativetime.org.

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



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subsidiary of Matsushita Electric Industrial Co., Ltd. (MEI) (NYSE: MC). Additional information can be found by visiting www.panasonic.com.

*Image: *Portrait*, Geneviève Cadieux.