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Time to Consider: The Arts Respond to 9.11

Artists, Poets, Designers and Architects Design Posters for Distribution In New York City

Time to Consider: The Arts Respond to 9.11 is a multi-faceted poster initiative that offers varied reflections on September 11th by artists, poets, designers, and architects. **Creative Time, Poets & Writers**, the **Van Alen Institute**, and **Worldstudio Foundation** (visual, literary, architectural, and graphic arts organizations, respectively) collectively solicited a hundred submissions from which four were selected for printing and posting around New York City. Starting February 11th, 2002, posters will appear on media walls for one week, in all boroughs except Staten Island, and will be freely distributed at a selection of public sites such as museums, libraries, and community centers. **Deutsche Bank Lobby Gallery** will host an exhibition, *Time to Consider*, from February 4 – March 22, 2002, which will be an anchor site for the poster initiative, featuring over forty poster proposals. Finally, a wider selection of poster submissions will be available as downloadable PDF files from www.timetoconsider.org.

As evidenced by the preponderance of impromptu memorials and flags after 9.11, Americans immediately sought a visual salve for the horrific events. This desire for visual identification seemed both an effort to negate the mental imprints of the destruction, witnessed repeatedly through media footage, and a search for an alternative to words in describing 9.11. Artists have an unusual role in society—to provide us with a different lens—which often speaks or reveals undisclosed truths. The poster campaign expresses, both explicitly and ambiguously, how 9.11 has spawned reflection, action, and change in our walks to work, our worldviews, and in ways that we have not yet identified.

Though now predominantly used for advertising, poster sniping is a practice with a history of grassroots activism. Its geographic scope and street visibility make poster sniping an ideal urban medium for *Time to Consider: The Arts Respond to 9.11*. In an effort to reflect the diversity of the City's cultural community, the participating organizations approached artists, poets, architects and designers—some of whom directly probe political and social issues with their work—for poster content submissions. Submissions came from **Sophie Cabot Black, Vija Celmins, Mel Chin, Leon Golub, Hans Haacke, Colette Inez, Hettie Jones, Rogers Marvel Architects, Gaetano Pesce, Frederic Schwartz Architects**, and others. Of the submissions, works by poet, **Elena Alexander**; young activists, the **Anti-Bias Squad**; architect, **Eric Liftin**; and Croatian artist, **Nebojsa Seric Shoba** were selected for poster printing.

Elena Alexander's poem, *How the Lurking*, evokes images of how catastrophe affects the mind, body, and earth. *De-Fuse the Minefield of Anger* by the Anti-Bias Squad uses governmental



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stencils to warn of the violence of guerilla or terrorist warfare, the danger of charged politics, and other physical and psychological aspects of conflict.

Contribute a Memory by Eric Liftin offers an empty space, where passersby can make public a private experience by writing their own memories on the posters. Nebojsa Seric Shoba's *Remote Control*, 2000 reduces complex schema such as war, religion, and happiness to commands on a remote control, taking to task the manipulation of our collective experience by the media.

The four selected posters will be mounted for one week throughout New York City beginning February 11th, 2002. *Time to Consider* (February 4 – March 22, 2002) at the Deutsche Bank Lobby Gallery, 31 West 52nd Street, between Fifth and Sixth Avenues, will be an anchor site for the poster initiative, featuring the four selected posters, a wide selection of poster proposals and free posters available to the public. Gallery admission is free of charge; exhibition hours are 9am – 6pm daily and photo ID is required for entry. Submissions from all disciplines will be made available for downloading, as PDF files, from www.timetoconsider.org. This website will provide information on a wider selection of poster submissions, the print campaign participants, the exhibition, and public distribution points. On March 13th, the WhY Women Poetry Series will host a reading of selected poetry submissions at the 14th Street Y. For more information, please contact Poets & Writers.

Organizational Descriptions

Creative Time is a non-profit arts organization with a 30-year history of presenting public arts projects of all disciplines, through both grassroots activism and highly prominent venues. 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 art that enhances the public realm, inspires and provokes discussion of socially relevant topics such as domestic violence, the HIV/AIDS pandemic, genetic engineering, and, now, the recuperation of New York City in the face of terrorism. www.creativetime.org.

Deutsche Bank considers cultural commitment as part of its business and social responsibility. This commitment is reflected foremost in the bank's "Art at Work" program. Since 1978 and continuing to this day, art by significant contemporary artists is integrated into the work environment of the bank. The goal of the art program is to offer the bank's employees and visitors exposure to the art of our time and to help promote international cultural exchange. Included in the collection are representative examples from some of the most important movements in postwar art: Abstract Expressionism, Pop Art, Minimalism, Post-Modernist and Conceptual Art. The New York collection features works on paper, including drawings, collages, prints, and photographs. Located on the main floor at 31 West 52nd Street, and featuring seven shows annually, the Deutsche Bank Lobby Gallery was created to further support and to encourage understanding of the arts. www.db.com/art.



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Poets & Writers, Inc. is the nation's largest literary service organization. P&W fosters the professional development of writers and helps create an environment in which literature can be appreciated by the widest possible public. Since its founding in 1970, P&W has focused on the source of literature, providing information, support, and guidance to writers at all stages in their careers. P&W accomplishes this by publishing Poets & Writers Magazine, offering how-to-publish seminars, supporting writers who are participating in public literary events, and introducing emerging writers outside of New York to the New York City literary community. As a co-founder of the Literary Network, Poets & Writers continues to champion the cause of freedom of expression and advocates on behalf of writers for public funding of literature and the arts. www.pw.org.

Van Alen Institute is committed to improving the design of the public realm. Its program of Projects in Public Architecture promotes education and action through design studies, design competitions, public forums, web sites, and publications, including the *Van Alen Report*. Based in New York and named for benefactor William Van Alen, designer of the city's 1930 landmark Chrysler Building, the Institute structures its projects to engage an interdisciplinary and international array of practitioners, policy-makers, students, educators, and community leaders. In its first five years, the Institute has challenged the design disciplines to address real world issues for the future of New York and cities at large, in both independent projects and partnerships. The Institute brings together thousands of emerging and established designers across the fields of architecture, landscape architecture, planning, and environmental design to contribute ideas and concrete proposals for sites including Governors Island (1996), East River (1998), Pier 40 (1998), TKTS Booth for Times Square (2000) and Queens Plaza (2001). www.vanalen.org.

Worldstudio Foundation is a non-profit organization dedicated to using creativity as a positive force for social change. Its mission is to develop and implement programs that encourage social responsibility and diversity within the fine and applied arts industries through education, activism, and improved professional practices. The Foundation pursues this mission by engaging the members of the creative community in mentoring and scholarship programs for disadvantaged young artists and producing publications that increase awareness of social, cultural, and environmental issues and the role that creativity can play in addressing them. www.worldstudio.org.