

CREATIVETIME

CREATIVE TIME AND PANASONIC PRESENT

THE FOREST by CARLOS AMORALES

The 59TH MINUTE: VIDEO ART ON THE NBC ASTROVISION BY PANASONIC
TIMES SQUARE, NOVEMBER 1, 2004 - JANUARY 31, 2005

DANCING WRESTLERS, MENACING BLACK CROWS, AIRPLANES DESCENDING IN THE FOREST—
CARLOS AMORALES' STRIKING "VIRTUAL PERFORMANCE" TAKES ON TIMES SQUARE



(November 1, 2004 New York, NY) At the last minute of every hour, a video artwork subversively suspends the commercial cacophony of Times Square engaging New Yorkers and tourists alike to look up and experience the City in a fresh way. From November 1, 2004 through January 31, 2005, Creative Time and Panasonic proudly present *The Forest*, internationally renowned artist Carlos Amorales' first public artwork in the U.S. on *The 59th Minute: Video Art on the NBC Astrovision by Panasonic*. Blurring the boundaries between performance, art installation, political action, and popular event, Amorales transforms folkloric and popular Mexican iconography in this frenetic and striking animation.

In addition to the video in Times Square, presented in conjunction with the month-long **Mexico Now** festival, *The 59th Minute* project will include a **talk at the Guggenheim Museum on November 10** and a one-night performance and installation curated by Amorales, featuring bands from his record label **Nuevos Ricos at the end of January**.

Launched by Creative Time, the venerable public arts organization acclaimed for transforming public spaces through temporary art for the past 33 years, *The 59th Minute* has showcased video art in Times Square since May 2000. The program presents a rare opportunity for contemporary video art to be viewed by the public within the context of the most exciting center of media culture in the world. Carlos Amorales' *The Forest* is the 20th artwork in the series that has featured both emerging and established local and international artists.

THE FOREST

The Forest, created in 2003, represents Amorales' first foray into the realm of animation. Shifting from the performance arena where he gained international attention for his *Devil Dances* and *Amorales vs. Amorales* wrestling performances, the artist utilizes a bold graphic medium to expand upon the live action aspects of his previous work. The result is a new "virtual performance."

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The piece opens with a troupe of Amorales' signature character—a masked wrestler dressed in a business suit—engaged in a series of visually arresting, syncopated rhythmic movements that are at once humorous and ominous. The sequence continues with silhouetted archetypal images of a flock of large black crows, the forest, a writhing woman, and a plane slowly descending from the sky. The dreamlike alternates with the menacing, and the rapid, repetitive succession of the symbols create a pervasive sense of apprehension and foreboding in the viewer. The imagery is drawn from Amorales' archive, replete with Mexican iconography, including symbols taken from his previous apocalyptic installations combined with universal icons of pop culture.

Typical of the performances in which Amorales physically challenges the role between the public and the performer, in viewing *The Forest*, the spectator must actively participate with the work by interpreting the images based on his own associations and experiences. The animation is purposely designed to confound any attempt at linear narrative analysis, instead engaging visitors to free associate and explore the concepts of identity and the language of art. The animation, with its frenzied pace and stark broadly drawn imagery, thrives in the chaotic atmosphere of Times Square.

The 59th Minute airs daily in Times Square on the NBC Astrovision by Panasonic on the last minute of every hour from 6:00 a.m. – 1:00 a.m., except between 7:00 – 10:00 a.m. and 6:00 – 7:00 p.m. at 45th Street and the intersection of Broadway and 7th Avenue. www.creativetime.org/programs/59thMinute.

ARTIST TALK AT THE GUGGENHEIM MUSEUM November 10, 2004, 6:30 p.m.

Conversations with Contemporary Artists: Carlos Amorales
with Maria-Christina Villaseñor, Associate Curator of Film and Media Arts
Solomon R. Guggenheim Museum, Fifth Avenue at 89th Street
Free for Creative Council Members. Tickets \$10, \$7, call 212.423.3587.
Carlos Amorales will also be featured in the upcoming Guggenheim film/video program *In the Air: Projections of Mexico*, January 5 - February 12, 2005.

NUEVOS RICOS = USA U.S. Premiere! New Date – Last week in January

The record label *Nuevos Ricos* was founded in 2003 by long time collaborators Carlos Amorales and Julian Lede to serve as a platform for combining their ideas about performance, visual arts, music, spectacle and political engagement. In celebration of Amorales' *The 59th Minute* project, Creative Time presents *Nuevos Ricos = USA*, a one-night “cathartic dance” performance curated by Carlos Amorales. The event will take place the last week in January. Information will be announced on www.creativetime.org.

Nuevos Ricos represent a number of rock and electronic acts, including more than ten one-man bands from Mexico City and Amsterdam, with the goal to “fight passive listening and create an environment conducive to the performer and public switching roles.” The artists control all aspects of the environment from the location and the late hour to the space designed to fuse graphics—posters, banners, slogans—with the music. *Nuevos Ricos* is a natural extension of Amorales' artwork, allowing his myriad interests to coalesce.

Nuevos Ricos has performed worldwide including Prometeo Foundation, Lucca, Italy, Art Basel, Switzerland, SONAR Festival and KBB Art Space, Barcelona with future plans for ARCO, Madrid and a European tour. The web site, www.nuevosricos.com, created by

Nuevos Ricos third partner graphic designer Andre Pahl, features their music, posters, and performance videos.

THE ARTIST

Carlos Amoraless (b. 1970) lives and works in Mexico City and Amsterdam. *The 59th Minute* video is his first public art project in the U.S. His work is a dynamic convergence of the formal and conceptual. He operates within numerous genres including performance, video, installation, photography, drawing, and music and is considered one of the most inspiring Mexican artists of his generation.

Amorales' artwork in its many forms explores identity as a means for understanding existence. "The experience of having lived outside the culture in which I grew up (the Mexican) created the need to redefine my identity in accordance to the idiosyncrasy of other cultures," states Carlos Amoraless in his project proposal "Introduction to a role model." The artist created his fictional identity *Amorales* (the name, the wrestling mask – a cartoonish version of his own face, and wrestling costume) originally for *Free Wrestling* performances and has continued to use the identity to refer to himself in his artwork.

Amorales has performed and shown extensively worldwide including the Dutch Pavilion of the 2003 Venice Biennale, San Francisco MOMA, Tate Modern, London, Centre Georges Pompidou, Paris, and Tijuana Arena, Mexico, as well as group shows at PS 1, New York and SFU Contemporary Art Museum, Florida. The artist is represented by Yvon Lambert in Paris and New York, Annet Gelink Gallery in Amsterdam, and Enrique Guerrero in Mexico City.

CREATIVE TIME and THE 59TH MINUTE

From Times Square, the Brooklyn Bridge Anchorage, Coney Island, the skies over Manhattan with *Tribute in Light* and cloud skywriting, to storefronts, milk cartons, deli cups, and billboards, Creative Time has worked with artists for the past 33 years to invigorate the urban landscape and enliven New York City.

The 59th Minute, launched in 2000, fulfilled Tibor Kalman's wish for his "Tiborisms" to be broadcast in Times Square. Since then, the last minute of every hour has featured work by the artists Marco Brambilla, Fischli & Weiss, William Kentridge, Bruce and Norman Yonemoto, Jeff Gibson, Genvieve Cadieux, Gary Hill, Mary Lucier, Michael Snow, William Wegman, Thomas Struth, Jeremy Blake, Marina Zurkow, Scott Paterson, Julian Bleecker, Janaina Tschape, Hiraki Sawa, The Neistat Brothers, Gunther Selichar, and Carlos Amoraless (in order of appearance). This winter, from February through April, *The 59th Minute* will present video work by Kim Sooja.

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 one 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 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.

SUPPORT

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The Forest is presented in conjunction with Mexico Now, a project of Arts International. The citywide festival of contemporary Mexican arts and culture, presents the work of over 100 Mexican filmmakers, architects, writers, dance, theater, music, and visual artists at 30 of New York City's leading arts venues in November 2004.
www.mexiconowfestival.org.