



Art Production Fund

CREATIVETIME

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ARTIST CARPETS GRAND CENTRAL TERMINAL AND WALKER ART CENTER WITH MULTI-COLOR WALL-TO-WALL FLORAL FANTASY

**NEW YORK PRESS PREVIEW / PHOTO OPPORTUNITY WITH ARTIST
JULY 1, 9 -11 A.M., VANDERBILT HALL, GRAND CENTRAL TERMINAL**

Title: *PLAN B*

Artist: Rudolf Stingel

Commissioner: Art Production Fund

Venues: Grand Central Terminal, NYC
July 1 - July 29
Walker Art Center, Minneapolis
June 11 - August 8

**Grand Central
Co-Presenters:** Art Production Fund
Creative Time
MTA Arts for Transit

**Walker Art Center
Presenter:** Art Production Fund



NEW YORK, JUNE 7, 2004: For his first major public project in the United States, internationally acclaimed artist **Rudolf Stingel** has designed an enormous painting—27,000 square feet of wall-to-wall pink and blue floral carpet for two landmark sites: **Grand Central Terminal’s Vanderbilt Hall** and the **Walker Art Center**. Commissioned by **Art Production Fund**, the project is sponsored, in part, by **Maurice Kanbar, Alcoa Foundation**, and **Yves Saint Laurent**, and presented in collaboration with **Creative Time** and **MTA Arts for Transit** in New York. Using customized commercial carpet, the likes of which might be found in an upscale hotel or Vegas casino, Stingel’s *Plan B* emphasizes the greater potential of ordinary materials; expands the notion of contemporary painting; and brings new splendor to our daily routines.

New York: *Plan B* combines fantasy and minimalism to transform Grand Central Terminal’s Vanderbilt Hall into a new reality. The elegant Beaux Arts Vanderbilt Hall, traversed by upwards of 125,000 people daily, will become a sea of color, texture and flourish. While the expansive installation will accentuate the vast scale of the space, the experience of soft carpet underfoot will also afford an intimate moment of comfort and quiet for commuters and pedestrians. *Plan B* will not only delight but it will change audiences’ experience of a familiar setting, encouraging passersby to consider what was there previously, what was absent, or what is possible in our grand public spaces.

Minneapolis: *Plan B*, a field of blue flowers on pink grass flowing from the outside to the inside, will cover 7,500 square feet in the Walker Art Center lobby and outdoor plaza. The installation of *Plan B* is part of *Walker without Walls*, a season of programming presented around the Twin Cities while construction of the museum’s expansion is completed. An expanded 17-acre urban campus, designed by Pritzker Prize-winning architects Herzog & de Meuron, will open in spring 2005.



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Rudolf Stingel was born in 1956 in Merano, Italy. His work has been exhibited in prominent exhibitions both nationally and internationally, most recently at the Solomon R. Guggenheim Museum, New York, in the exhibition, "Singular Forms," and in a solo exhibition at the Museum für Moderne Kunst, Frankfurt. His work has also been included in the 2003 Venice Biennale and exhibitions at the Walker Art Center, Minneapolis; the Rooseum Center for Contemporary Art, Malmö, Sweden; and the Museum of Contemporary Art, Chicago. In 2001, his work was the subject of a mid-career retrospective at the Museo di Arte Moderna e Contemporanea, Trento, Italy. Stingel is represented by Paula Cooper Gallery, New York.

Presenting Partners: Art Production Fund and Creative Time are proud to announce their first partnership. By combining their efforts and resources as non-profit art organizations, they are able to present important public artworks, like *Plan B*, on an unprecedented scale and without compromise.

Art Production Fund (APF) is a non profit organization devoted to producing projects that might otherwise remain unrealized in order to support artists' visions and at the same time bring pivotal works to diverse communities. APF was co-founded by Yvonne Force Villareal, President/Curator; and Doreen Remen, Director. Past projects include: *SHOW*, by Vanessa Beecroft, Solomon R. Guggenheim Museum, NYC, 1998; *FISCHERSPOONER: LA*, performance, Los Angeles, 2001; *Keith + Farrah*, collaborative exhibition by Keith Edmier and Farrah Fawcett, Los Angeles County Museum of Art and The Andy Warhol Museum, 2003. www.artproductionfund.org

Creative Time is acclaimed for bringing public art to landmarks from the Brooklyn Bridge Anchorage to Grand Central Station, illuminating New York City with skywriting and *Tribute in Light*, and delighting millions with adventurous art when you least expect it. Grand Central Terminal is the site of several Creative Time projects over 30 years, including Takashi Murakami's *Wink* (Vanderbilt Hall, March/April, 2001) and the *Holiday Light Shows* (Main Concourse, November/December 2002). www.creativetime.org

MTA Arts for Transit: a division of the MTA (Metropolitan Transportation Authority) administers many visual and performing arts programs to increase the attractiveness of transit facilities for customers. To highlight Grand Central Terminal as a destination in itself, Arts for Transit presents exciting, large-scaled installations for the Terminal's Vanderbilt Hall. Past projects have been *American Glamorama* by artist Liza Lou, Takashi Murakami's *Wink* with Creative Time, the MILK photography exhibit, and Daniel Cohen's *Seen from Above*. Over half a million people make Grand Central Terminal a destination each day to travel, dine, shop and gather. www.mta.info/mta/aft

Walker Art Center: One of the top 10 most-visited art museums in the country, the Walker Art Center is known for commissioning and presenting innovative contemporary art; fostering the cross-pollination of the visual, performing, and media arts; and engaging diverse audiences in the excitement of the creative process. www.walkerart.org

Sponsors: Maurice Kanbar, Alcoa Foundation Yves Saint Laurent

Additional Support: Durkan Carpet and Paula Cooper Gallery

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