

# THE 59TH MINUTE: VIDEO ART



Panasonic

ARTS

WARNER BROS.

# CREATIVETIME

307 SEVENTH AVENUE, SUITE 1904, NEW YORK, NY 10001

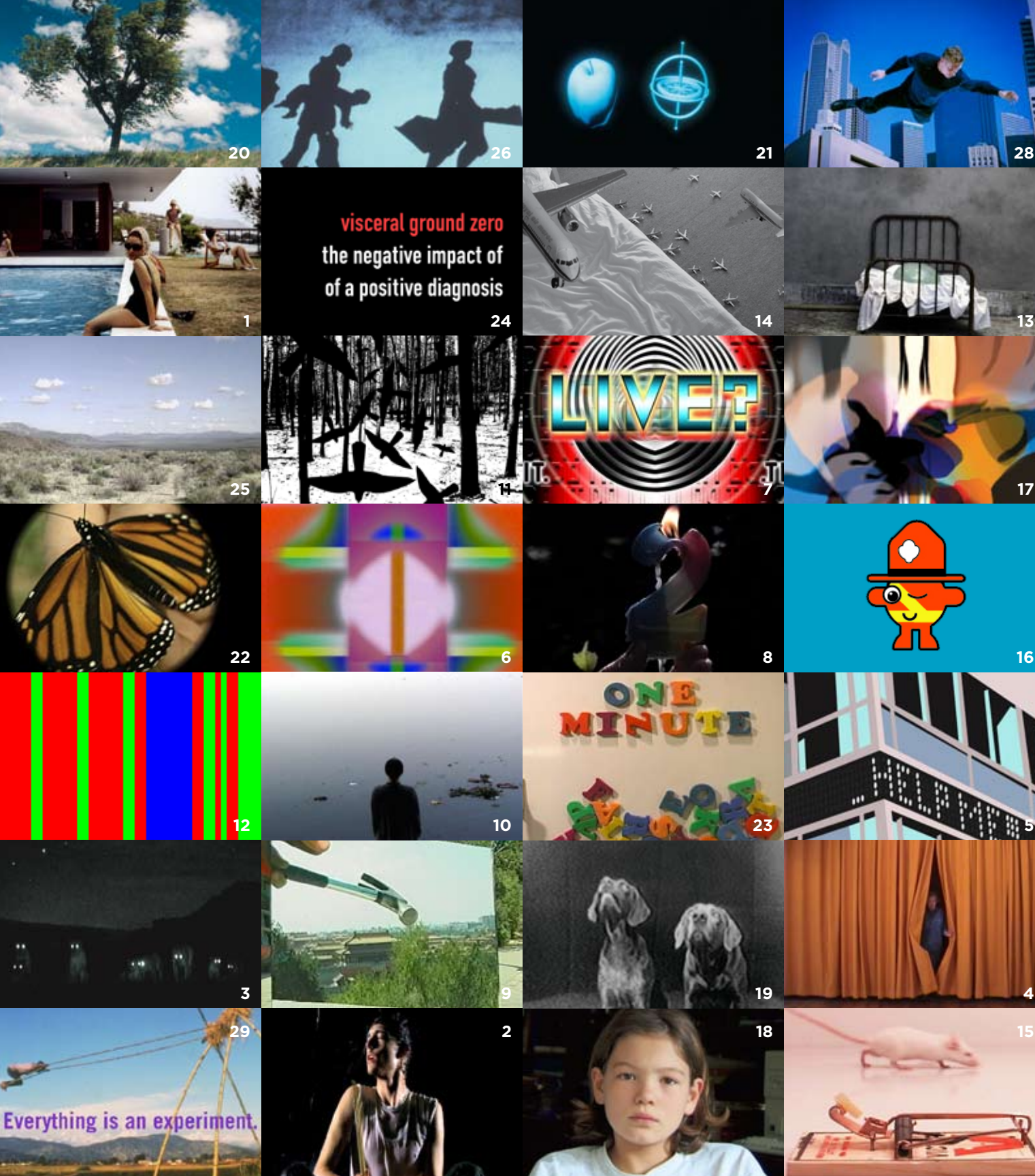
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- SONG DONG<sup>9</sup>
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- JULIAN BLEECKER<sup>16</sup>
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- FISCHLI & WEISS<sup>27</sup>
- MARCO BRAMBILLA<sup>28</sup>
- TIBOR KALMAN<sup>29</sup>



**The 59th Minute Retrospective  
 Selections from 7 years of video art  
 in Times Square, 2001 - ongoing  
 May 1 - June 30, 2007**

Since 2001, Creative Time and Panasonic have given artists the opportunity to showcase their video work in the media mecca of the world - Times Square. Airing on the last minute of virtually every hour on the Astrovision screen in 1 Times Square - the famous location where the New Year's Eve ball drops - artworks by established and emerging artists have offered a minute of escape, humor, poetry, beauty, or zen-like contemplation.

Since the project's inception, Times Square has exploded with motion media. In the only neighborhood with a zoning ordinance where it's actually illegal for a sign NOT to be illuminated, and the average person is exposed to 5,000 commercial messages per day, *The 59th Minute* has enabled millions of passersby to pause and consider their surroundings anew through the eyes of the artists.

This May, as part of Creative Times' 33rd year celebration, selections from the more than 25 video works will play during a two month-long retrospective allowing audiences another chance to see highlights from the video program including Tibor Kalman's *Tiborisms*, William Wegman's dogs, Kimsooja's meditative figures, Jeremy Blake's abstract art, and Marco Brambilla's superstar flying over the city.

*The 59th Minute*, one of Creative Time's most recognized programs, is proud to be inspiring new public video programs in metropolises across the country and around the world.

When you find yourself in the heart of Times Square on the last minute of the hour, face south from the island between Broadway and 7th Avenue on 44th Street, look up, and enjoy a minute of art!

*The 59th Minute* has been selected by John Waters for Creative Time's project, *One Day It Will Please Us to Remember Even This*. Plaques are installed at 33 sites marking NYC's creative history from 1974 - 2007. Hear a story from John Waters about Fischli & Weiss's *Cat Drinking Milk* that played on the Astrovision Screen in 2001 by calling 408-794-0835 x 16 or hear it on [www.creativetime.org](http://www.creativetime.org).