

PRESS RELEASE

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**INTERNATIONAL BILLBOARD PROJECT BY  
FELIX GONZALEZ-TORRES  
March to June 2002**

**"Untitled" (It's Just a Matter of Time), 1992  
billboard  
overall dimensions vary with installation**

As a reflection of the impact September 11 and subsequent related events have had on the world, and how these events illuminate the affect each country's politics has on others, we are pleased to announce a worldwide installation of the billboard, "Untitled" (It's Just a Matter of Time), in conjunction with the simultaneous Felix Gonzalez-Torres exhibitions at Sadie Coles HQ in London (March 20 – April 20) and at Andrea Rosen Gallery in New York (March 30 – May 18). In each location the work will potentially have an extremely varied resonance and its interpretation will have the possibility of being universally bonding as well as contradictory.

As was the intent and nature of Felix Gonzalez-Torres' work, it is compelling to reflect on how the meaning and the intent has changed and evolved over time. This billboard, which consists of a black background with white German text in distinct Gothic typeface always inevitably linked to German history, was originally exhibited in 1992 in Hamburg in conjunction with an exhibition organized by the Kunstverein in Hamburg titled "Gegendarstellung - Ethics/Aesthetics in Times of AIDS. For this project the piece will be translated into the language of the country in which it is situated (unless it is impossible for the language to be transliterated, in which case it will be in the language most easily recognized), remaining in Roman alphabet and distinct Gothic typeface. The parameters of Gonzalez-Torres' billboard works is that when exhibited they must be installed in a minimum of six outdoor locations. This has generally been interpreted as locations in the city of the venue. With the generous support of various institutions and individuals we are able to extend the notion of "location"; one billboard will be exhibited in each country.

To follow is a list (still in formation) of the 14 sites and sponsors:

Athens, Kifisia, courtesy Tournikiotis Bros SA  
Berlin, Liniestrasse, courtesy Sammlung Hoffmann, Berlin  
Bogotá, courtesy of Leo Katz  
Cambridge Train Station, courtesy Institute of Visual Culture  
Dublin, The Project, courtesy The Project  
Kirkwall, The Orkney Isles, The New Library, courtesy Pier Art Centre  
London, Albert Street, courtesy Spectre/Gregory Phillips Architects  
Milan, Via A. Repetti, courtesy of Galeria Massimo De Carlo  
New Delhi, India Habitat Centre, courtesy of Nature Morte, New Delhi and the Visual Arts Gallery, India Habitat Centre  
New York, 10<sup>th</sup> Avenue between 18<sup>th</sup> & 19<sup>th</sup> Streets, courtesy The Estate of Felix Gonzalez-Torres  
Rio de Janeiro, Av. Wenceslau Brás, Botafogo, courtesy Erika Verzutti  
Sao Paolo, courtesy Museu de Arte Moderna de São Paulo  
Warsaw, courtesy Foksal Galerie Foundation  
Zurich, courtesy Koerfer Film AG

Felix Gonzalez-Torres (1957-1996) was a Cuban-born American who lived and worked in New York. His work has been exhibited in many one-person museum shows including the Guggenheim Museum, New York (1995), Museum of Contemporary Art, Los Angeles (1994), Projects at the Museum of Modern Art, New York (1992), and was last exhibited in London posthumously at the Serpentine Gallery in 2000. The Estate of Felix Gonzalez-Torres is represented by Andrea Rosen Gallery, New York.

For more information on the exhibitions or the billboard project, please contact either gallery: Michelle Reyes at Andrea Rosen Gallery ([m.reyes@rosengallery.com](mailto:m.reyes@rosengallery.com)) or Pauline Daly at Sadie Coles HQ ([press@sadiecoles.com](mailto:press@sadiecoles.com)).