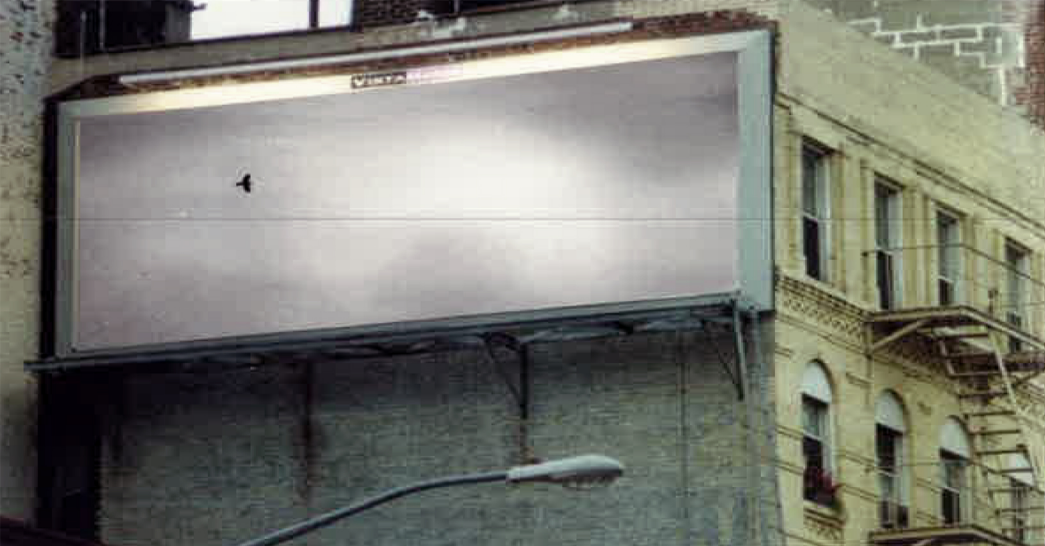


VISTA MEDIA





Chrystie and Grand Streets



Greenpoint Avenue and Review Avenue

24 BILLBOARDS, NYC
December 4 – 31, 2000

LOCATIONS

BROOKLYN

Atlantic Ave. and Washington Ave.
Crosby Ave. and Bay 50th St.
Flatbush Ave. and Lenox Rd.
Flatbush Ave. and St. Marks Ave.
Gowanus Expressway and 54th St.
Nostrand Ave. and Church Ave.
South 5th St. and Berry St.
Williamsburg Bridge and the BQE

THE BRONX

35th St. and Dyre Ave.
Cross Bronx Expressway and Powell Ave.
Fordham Rd. and Creston Ave.
University Ave. and West Tremont Ave.
West 231st St. and Albany Crescent

QUEENS

Bruckner Expressway and 133rd St.
Greenpoint Ave. and Review Ave.
Long Island Expressway and 48th St.
Metropolitan Ave. and Woodhaven Blvd.
Roosevelt Ave. and 70th St.
Union Turnpike and 189th St.

MANHATTAN

Broadway and 215th St.
Chrystie St. and Grand St.
Columbus Ave. and 107th St.
East 125th St. and 3rd Ave.
Madison Ave. and 96th St.

Creative Time Presents

FELIX GONZALEZ-TORRES

“Untitled” 1995

Billboard

dimensions vary with installation

In conjunction with a show of Felix Gonzalez-Torres
December 2 – January 13
Andrea Rosen Gallery, 525 W. 24 St., NYC

For more information on Felix Gonzalez-Torres
visit www.creativetime.org



Chrystie and Grand Streets



Fordham Road and Croston Avenue



Broadway and 215th Street

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FELIX GONZALEZ-TORRES

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Billboard

dimensions vary with installation

In conjunction with a show of Felix Gonzalez-Torres

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“I am a person who lives in this society and I am a product of this society and this culture. I am not only a reflection, I am that culture itself” – *Felix Gonzalez-Torres*

Felix Gonzalez-Torres was not interested in making art that posed the viewer against the work of art. The works are not the authority and the viewer is not an innocent bystander. Gonzalez-Torres was interested in works that inspire the viewer to realize his or her own sense of authority. His interest was in allowing the audience to feel a sense of its own rights — the right to an opinion, the right to choose to be a participant, and the right to consider itself an equal center of society and culture. He was also deeply committed to the notion that in acknowledging one’s rights, one must accept that one is responsible to contribute.

Felix Gonzalez-Torres (1957-1996) was a Cuban-born American artist who lived and worked in New York City. His work was the focus of several major museum solo exhibitions. Retrospectives of his work have been organized by the Solomon R. Guggenheim Museum in New York (1995), the Sprengel Museum in Hannover, Germany (1997) and the Serpentine Gallery in London (2000). There are currently Gonzalez-Torres’ works on view at the Museum of Modern Art, New York through Feb. 2001. Gonzalez-Torres had his first one-man exhibition at Andrea Rosen Gallery in 1990, where he continued to show his work until his death. The gallery represents his estate.

Gonzalez-Torres was always amazed by the overwhelming desire most people have to create separations between themselves and society. Thus, much of his work addresses the constructs of “private” vs. “public”. What is public space vs. private space? What is public information vs. private information? Why do we tend to detach ourselves from events that do not happen directly to us? For example, why isn’t the inauguration of a new president commonly considered a personal event to a citizen? Felix Gonzalez-Torres’ billboard pieces address such issues. The ability to experience an image in an outdoor location, accessible to all, without any explanation, creates a territory rich with possibility.

“Untitled” 1995 is an image that had personal importance to Felix. While the piece is privately owned by an individual, it is placed before the public on twenty-four outdoor billboards. Once placed in the public domain, everyone has equal access to the work, and is free to interpret it. Is my interpretation of a black and white photograph of a bird flying in the sky, a fleeting moment stopped in time, juxtaposed amidst our brightly colored world full of media, the same as someone else’s? Is it necessary to define whether that experience is private or public?

Felix Gonzalez-Torres wanted us to sense our connection to the rest of the world. By acknowledging the effect that the world has on us, it illuminates the effect we can have on the world and emphasizes the power of our personal experiences.

– Andrea Rosen

For more information on Felix Gonzalez-Torres visit www.creativetime.org



Creative Time
307 Seventh Avenue, Suite 1904
New York, NY 10001
www.creativetime.org

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DESIGN: WWW.STATEOFAGENDA.COM

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State of the Arts



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