

ARTtalk



COURTESY CREATIVE TIME

A "Tiborism" in Times Square.

Tibor's Tricks

"Creative Troublemaker" was the title that the late design impresario Tibor Kalman held as art director at *Interview* magazine. In other jobs—head of the design firm M&Co and editor of the Benetton magazine *Colors*—Kalman, who died last year, earned a reputation as a provocative and sometimes naughty talent. At *Colors* he published pictures of a dark-skinned Queen Elizabeth and an Asian Pope Paul II; at M&Co he created a watch with 13 hours. During Times Square's renovation, he built a street-level billboard reading "EVERYBODY," with chairs for everybody to take a seat.

His achievements are celebrated in "Tiborocity," at New York's New Museum of Contemporary Art through August 20. In keeping with Kalman's democratic spirit, the art organization Creative Time arranged to have the words "Tibor says everything is an experiment" displayed on a million cartons of Parmalat milk. Other pithy "Tiborisms" flashed on the billboard in the now-new Times Square.