

CREATIVETIME

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CREATIVE TIME ANNOUNCES ARTIST EDITION PAJAMAS
Artist Will Cotton and Philips Van Heusen join forces to create limited edition

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New York, NY - Creative Time, the vanguard New York City-based public art organization, announces a new, annual artist edition. For the first edition, Creative Time commissioned internationally recognized artist Will Cotton, known for his lush, deliciously surreal "candy" landscapes, to create a print for a limited edition, deluxe pajama set produced by Exquisite Apparel through an affiliation with Phillips van Heusen. The unisex edition will debut at Creative Time's first annual fall fundraiser, to take place in New York on Wednesday November 18th at the new Ace Hotel.

The set is a classic, unisex, point collar, button-front top with matching pant. The pajamas feature a black-and-white, machine washable print designed by Cotton that depicts stacks of luscious pastries, pies and cakes, silkscreened onto a woven cotton fabric. The set is produced in an edition of 1000, available in unisex sizes S, M, L and XL. The retail price is \$195.00, and a limited edition of 25 signed by the artist will be available for \$350.

The set will be sold at select retail stores and museum shops throughout the US in February, 2010. It will also be available for purchase online at www.creativetime.org.

Anne Pasternak, Creative Time's President and Artistic Director, explains how the project came about: "We love Will's work, and wanted to make an edition that was unexpected and that embraces Creative Time's love of art and sense of fun. We are thrilled to be working with Will and Phillips Van-Heusen. Future editions will also feature artists' work, and will be as unique as our pajama."

Creative Time's editions are great holiday gifts, perfect for fashion trailblazers, and provide both seasoned and fledgling collectors the opportunity to own an artwork created exclusively in support of Creative Time's programs. All proceeds benefit these programs.

ABOUT CREATIVE TIME

Creative Time strives to commission, produce and present the most important, challenging and exceptional art of our times; art that infiltrates the public realm and engages millions of people in New York City and across the globe. It has a 35-year history of igniting the cultural development of New York City and supporting artists who work toward social change with ground-breaking art. *Creative Time: The Book* was published on the occasion of the institution's 33rd birthday, exploring each of its projects presented since 1974. Creative Time's recent projects include Jeremy Deller's *Conversations About Iraq*, Paul Chan's *Waiting for Godot* in New Orleans, *Tribute in Light*; and PLOT09: *This World & Nearer Ones*, New York City's first public art quadrennial. The organization has worked with more than 1,400 of the world's most dynamic artists in 17 states across the nation. In fall 2009, Art Basel Miami Beach selected Creative Time as their partner to commission an artist to redesign their Oceanfront social space. Creative Time commissioned Los Angeles artist Pae White.

ABOUT WILL COTTON

Will Cotton (b. 1965, Melrose, MA) is an internationally recognized artist who has exhibited widely. His work has been covered by *The New York Times*, *Flash Art*, *Modern Painters*, *The Village Voice*, *NY Press*, and *Wall Street Journal*, among many others.

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