

CREATIVETIME

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MTV 44 ½ TO FEATURE A NEW EXHIBITION SERIES CURATED BY CREATIVE TIME BRINGING VIDEO ART TO THE HEART OF NEW YORK CITY



Port Huron Project 4: We Are Also Responsible, 2008. Photograph by David Jung.

(August 26, 2008 New York, NY) MTV 44 1/2, the outdoor, gilded screen located in the heart of New York City's Times Square, will feature a new video exhibition series curated by Creative Time. The series kicked off with the overwhelmingly successful presentation of *Shallow* by Malcolm McLaren, and is followed by selections from Mark Tribe's *Port Huron Project*, a series of reenactments of classic New Left speeches currently running on 44 1/2 through October 2. The *Port Huron Project* will be followed by Gilbert + George from October 3 to November 14, and from November 15 to December 31, a program featuring Matt Calderwood, Mika Rottenberg, and Guido van der Werve.

The larger than life 44 1/2 high definition screen is located on Broadway between 44th and 45th Streets, directly across the street from MTV's offices and studio. This video program is part of Creative Time's long history of presenting public art in Times Square, and will continue to be featured on 44 1/2 with at least four artist projects annually.

"This is a tremendous opportunity to continue Creative Time's seven-year history of presenting video art in Times Square," said Anne Pasternak, president and artistic director of Creative Time. "We are thrilled to be working with MTV, an organization that has long been at the forefront of music and visual culture, and to support the dreams of artists by presenting their work in the media capital of the world."

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“More than 27 years ago, MTV helped give birth to a new video medium by showcasing music videos,” said Jeff Yapp, Executive Vice President, Program Enterprises, MTV Networks Music & Logo Group. “It’s only fitting that now, by working with Creative Time to feature this amazing group of artists, we’re exposing millions of visitors who travel through the Cross Roads of the World in Times Square to video art.”

MARK TRIBE’S PORT HURON PROJECT

Mark Tribe’s *Port Huron Project 4: We Are Also Responsible* will begin his program at 44 1/2. This reenactment of César Chávez’s seminal 1971 speech encouraging farmers to fight for economic change rather than against the poor in other countries was presented by Creative Time with LACE in Los Angeles on July 19 as part of Creative Time’s national public art initiative *Democracy in America: The National Campaign*. The video will include closed captions of the text of the speech. It will be followed by presentations of *Port Huron Project 1–6* to correspond with the *Democracy in America* Convergence Center exhibition produced by Creative Time in association with the Park Avenue Armory, from September 21 to 27.

To request a viewing copy of *Port Huron Project 4*, please contact Nicholas Weist at nickw@creativetime.org. For more information about Mark Tribe and his *Port Huron Project*, please visit www.creativetime.org/democracy.

VIEWING SCHEDULE AND DIRECTIONS

A viewing schedule and directions to the screen will be posted on www.creativetime.org/at445.

UPCOMING PROJECTS ON 44 ½

October 3 to November 14

Gilbert + George

November 15 to December 31

Matt Calderwood, *Screen*

Mika Rottenberg, *Julie*

Guido Van der Werve, *Nummer acht: Everything Is Going to be All Right*

Dates are subject to change. Please see <http://www.creativetime.org/at445> for complete scheduling information.

ABOUT MARK TRIBE

Mark Tribe is an artist, curator, and the founder of Rhizome.org. He is also an Assistant Professor of Modern Culture and Media Studies at Brown University, where he teaches courses on digital art, curating, open-source culture, radical media, and surveillance. His work has been exhibited at the ZKM Center for Art and Media in Karlsruhe, the Ars Electronica Festival in Linz, and Gigantic Art Space in New York City. The first three installments of the *Port Huron Project* were featured in *Artforum*, *The New York Times*, *The Washington Post*, *The Boston Globe*, *The Chicago Tribune*, and the *Village Voice*.

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ABOUT CREATIVE TIME

Since 1974, Creative Time has presented the most innovative art in the public realm. From our base in New York, we work with artists who ignite the imagination and explore ideas that shape society. We initiate a dynamic conversation among artists, sites, and audiences, in projects that enliven public spaces with free and powerful expression.

Creative Time's presentation of video art in Times Square since 2001 has inspired new public video programs in metropolises across the country and around the world.

SUPPORT

Creative Time is funded through the generous support of corporations, foundations, government agencies, and individuals. Additional funding provided by the New York City Department of Cultural Affairs; the New York State Council on the Arts, a State agency; New York City Council Speaker Christine C. Quinn; and New York State Senator Thomas K. Duane.

Additional support for *Democracy in America: The National Campaign* is generously provided by Altria, American Center Foundation, The Andy Warhol Foundation for the Visual Arts, Creative Link for the Arts, Emily Glasser and Billy Susman, Cristina Enriquez-Bocobo, Agnes Gund, Fifth Floor Foundation, Elizabeth Firestone Graham Foundation, Richard J. Massey, The Peter Norton Family Foundation on behalf of Eileen Harris Norton, The National Endowment for the Arts, and Amanda Weil. Further Support for the *Port Huron Project* has been provided by Creative Capital.