

# ARTNET NEWS

July 25, 2006

## AITKEN AT MOMA IN 2007

The **Museum of Modern Art** is kicking off 2007 with a specially commissioned multimedia artwork by artist **Doug Aitken**, to be projected onto both the 53rd and 54th Street facades of the museum as well as parts of the building overlooking the sculpture garden. Co-sponsored by **Creative Time**, the commission -- referred to as **The Doug Aitken Project at MoMA** -- is both Aitken's first large-scale public work in the U.S. and the first artwork specifically commissioned for the museum exterior. The project, to be filmed in New York by Dutch cinematographer **Robby Müller**, is expected to be "an innovative urban art experience that magnifies poignant moments of peoples' everyday lives into a grand dialogue between pedestrians and the complex architectural landscape they traverse," according to Creative Time president **Anne Pasternak**. Announced at a press conference featuring New York mayor **Michael R. Bloomberg** and **NYC & Company** CEO **Cristyne L. Nicholas**, the artwork is being billed as a "centerpiece of New York City's winter celebrations" and an important component of its \$23-billion tourism industry. The work is projected daily, from 5 pm to 10 pm, Jan. 16-Feb. 12, 2007.



**Doug Aitken**, rendering for the *Doug Aitken Project at MoMA*, 2006