

Pipilotti Rist Takes Over Times Square (and the New Museum)

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by Pat Rogers

Pipilotti Rist's new multi-channel video *Open My Glade (Flatten)* will be projected onto 60 synchronized electronic billboards in Times Square this month, coinciding with the final weeks of her survey exhibition at the New Museum in New York City. The video will screen nightly in Times Square from 11:57 p.m. to midnight throughout January 2017 as part of Times Square's [Midnight Moment](#), a monthly presentation organized by the Times Square Advertising Coalition (TSAC) and curated by Times Square Arts.

The original single-channel version of the work is projected nightly onto the New Museum's façade as part of the artist's survey exhibition "[Pipilotti Rist: Pixel Forest](#)." Occupying all three floors of the museum, the survey remains on view through January 15, 2017. However, a portion of the exhibition is extended through January 22, 2017. Find the art on the second and third floor galleries.

The New Museum will celebrate the project in Times Square with the artist on Thursday, January 19, 2017 at 11:30 p.m., following her [talk with New Museum Artistic Director Massimiliano Gioni at 7 p.m.](#) in the New Museum Theater.

In *Open My Glade (Flatten)*, Rist re-confronts the screens of Times Square in a new multichannel edition of a work originally commissioned by the Public Art Fund in 2000. Originally appearing on a single screen in Times Square, this new presentation will surround the plazas on multiple screens in vivid color, with Rist flattening her face against glass as if to break through the screens and into Times Square.

"In my work *Open My Glade (Flatten)*, the human being wants to transgress any screen and jump out onto the square. She wants to jump out of her skin and melt with you," stated Rist in the New Museum announcement.



“Open My Glade (Flatten)” by Pipilotti Rist, 2000. © Pipilotti Rist. Single-channel video installation, silent, color; 9:07 min. Courtesy the artist, Hauser & Wirth, and Luhring Augustine. Photo: Maris Hutchinson / EPW Studio, courtesy New Museum.

Pipilotti Rist (Swiss, b. 1962) has achieved international renown as a pioneer of video art and multimedia installations in her 30 year career. Her works envelop viewers in sensual, vibrantly colored kaleidoscopic projections that fuse the natural world with the technological sublime, according to the New Museum. Referring to her art as a “glorification of the wonder of evolution,” Rist maintains a deep sense of curiosity that pervades her explorations of physical and psychological experiences. Her works bring viewers into unexpected, all-consuming encounters with the textures, forms, and functions of the living universe around us.

“Throughout her career, Rist has reinvented the ways in which technology and media frame and represent bodies—particularly those of women—so I can’t imagine a better context than Times Square to literally multiply her powers,” stated Massimiliano Gioni, *Edlis Neeson Artistic Director*, New Museum, in the Times Square projection announcement.

Occupying the three main floors of the Museum, “Pipilotti Rist: Pixel Forest” is the most comprehensive presentation of Rist’s work in New York to date. It includes work spanning the artist’s entire career, from her early single-channel videos of the 1980s, which explore the representation of the female body in popular culture, to her recent expansive video installations, which transform architectural spaces into massive dreamlike environments enhanced by hypnotic musical scores, according to the museum.

Featuring a new installation created specifically for the survey, the exhibition also reveals

connections between the development of Rist's art and the evolution of contemporary technologies. Ranging from the television monitor to the cinema screen, and from the intimacy of the smartphone to the communal experience of immersive images and soundscapes, the survey details the ways Rist's art fuses the biological with the electronic.

BASIC FACTS: Times Square is located at the intersection of Broadway and Seventh Avenue, stretching from West 42nd to West 47th Streets. For details on Times Square Arts, visit www.timessquarenyc.org.

"Pipilotti Rist: Pixel Forest" remains on view at the New Museum through January 15, 2017 with a portion of the exhibition extended through January 22, 2017. Click [here](#) for details. The New Museum is located on the Lower East Side at 235 Bowery, New York, NY 10002. www.newmuseum.org.

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