



EAI IN TIMES SQUARE TAKESHI MURATA: MELTER 2 Times Square Moment: A Digital Gallery

EAI is pleased to collaborate with the Times Square Alliance to present **Takeshi Murata's** extraordinary digital animation in Times Square. Murata's *Melter 2* (2003), an abstract experiment in hypnotic movement and color, is being screened as an immersive, multi-channel installation on a monumental scale: the piece flows across fourteen of the Square's iconic outdoor video signs simultaneously—more than 36 screens and 63,500 square feet of screen space between 42nd and 47th Streets. Every night in November, just before midnight, Murata's graphic vision fills Times Square with an exuberant, rippling landscape of digital color.



November 1 - 30, 2012
11:57 pm - Midnight, nightly

Times Square
New York, NY

www.TimesSquareNYC.org/arts

Takeshi Murata's colorful and sensuous animation offers visitors to the square three minutes of pure visual pleasure, indomitable motion and dynamism. This presentation of *Melter 2* is part of Times Square Moment: A Digital Gallery, the ongoing public video project organized and presented by the Times Square Advertising Coalition (TSAC) and Times Square Arts, the public art program of the Times Square Alliance.

Takeshi Murata produces extraordinary digital works that refigure the experience of animation. His innovative practice and constantly evolving processes range from intricate computer-aided, hand-drawn animations to exacting manipulations of the flaws, defects and broken code in digital video technology. Murata's most recent work has embraced three-dimensional computer-generated imagery, shifting his experimental animation into a high-definition world of synthetic depth and perspective. Whether altering appropriated footage from cinema (B movies, vintage horror films), or creating Rorschach-like fields of seething color, form and motion, Murata produces astonishing visions that redefine the boundaries between abstraction and recognition. With a powerfully sensual force that is expressed in videos, loops, installations and electronic music, Murata's synaesthetic experiments in hypnotic perception appear at once seductively organic and totally digital.

Murata's *Melter 2*, transformed into a multi-channel work for Times Square Moment, flows across fourteen of Times Square's monumental video signs simultaneously. Murata's meticulously-crafted, computer-aided hand-drawn animation is amplified and transformed—becoming an immersive environmental experience—as it travels among the different-sized video screens in Times Square.

Times Square Moment: A Digital Gallery is a new program presented by the Times Square Advertising Coalition (TSAC) and Times Square Arts. The initiative is a collaboration of the Coalition and the Alliance, with additional partners of participating sign holders and artists. Each month, the program will present a new work to be screened every day in a countdown to Midnight. The participating sign holders have committed to synchronizing their daily programs in order to open up an unparalleled space for moving image art in one of the most dynamic media landscapes in the world.

Takeshi Murata was born in 1974 in Chicago, IL. He graduated from the Rhode Island School of Design in 1997 with a B.F.A. in Film/Video/Animation. Murata has exhibited at The Museum of Modern Art, New York; Museum of Fine Arts, Houston, Texas; Yerba Buena Center for the Arts, San Francisco, California; Taka Ishii Gallery, Tokyo, Japan; Peres Projects, Los Angeles; Gavin Brown's Enterprise, New York; Eyebeam, New York; FACT Centre, Liverpool, UK; Contemporary Arts Center, Cincinnati, Ohio; Mattress Factory, Pittsburgh, Pennsylvania; New York Underground Film Festival; Smack Mellon, Brooklyn, Foxy Production, New York, and Deitch Projects, New York, among others.

In September 2012, Murata had his first solo exhibition in New York at Salon 94. In 2007 he had a solo exhibition, *Black Box: Takeshi Murata*, at the Hirshhorn Museum and Sculpture Garden in Washington, D.C. Other recent solo exhibitions were held at Vox Populi Gallery, Philadelphia, and Ratio 3, San Francisco.

Murata lives in Saugerties, New York.

About the Times Square Alliance

Times Square Arts, the public arts program of the Times Square Alliance, presents temporary cutting-edge art and performances in multiple forms and media to the 360,000 to 500,000 daily visitors to New York City's Times Square, making it one of the highest profile public arts programs in the United States. Since its inception, Times Square Arts has featured works by a diverse group of more than four dozen prominent and emerging artists. It is funded by Rockefeller Brothers Fund and Rockefeller Foundation's Cultural Innovation Fund, which works to spur and support cultural innovation in New York City's creative sector.

www.TimesSquareNYC.org/arts

About the Times Square Advertising Coalition

The Times Square Advertising Coalition (TSAC) is a trade association comprised of major advertisers, retailers, real estate firms, media companies and other businesses involved in the outdoor sign industry in Times Square, along with organizations representing Broadway and the community. Members of TSAC include: ABC Regional Sports & Entertainment Sales, Clear Channel Spectacolor, Daktronics, D3 LED, Digital Domination, Hines Management, Jamestown One Times Square, Lamar Advertising Company, Landmark Sign & Electric, Metro Media Technologies, Newmark Knight Frank, North Shore Neon, P.R.otion!, Sherwood Outdoor, SL Green, The Times Square Alliance, The WOW Factor, Thomson Reuters, YESCO Electronics and Walgreens.

www.timessquareadcoalition.org

About EAI

Founded in 1971, Electronic Arts Intermix (EAI) is one of the world's leading nonprofit resources for video art. A pioneering advocate for media art and artists, EAI fosters the creation, exhibition, distribution, and preservation of video art and digital art. EAI's core program is the distribution and preservation of a major collection of over 3,500 new and historical media works by artists. EAI's activities include viewing access, educational services, extensive online resources, and public programs such as artists' talks, exhibitions and panels. The Online Catalogue is a comprehensive resource on the artists and works in the EAI collection, and also features extensive materials on exhibiting, collecting and preserving media art: www.eai.org

Circa 1971: Early Video & Film from the EAI Archive, an exhibition of 23 moving-image works organized on the occasion of EAI's 40th Anniversary, is on view at Dia: Beacon through December 31, 2012.

Electronic Arts Intermix 535 West 22nd Street, 5th Floor New York, NY 10011
info@eai.org t (212) 337-0680 f (212) 337-0678

