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Press Release

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IMMEDIATE

MTA Unveils Latest Temporary Electronic Artwork

Union Square Installation Billed as World's Largest Digital Linear Zoetrope

MTA Arts for Transit will today unveil "Union Square in Motion," a temporary interactive art installation in which the movement of passersby animates a digital visual display depicting nine sets of abstract and organic-themed images created by nine student artists.

The display, created by students from Parsons the New School of Design, is a digital zoetrope, a series of still images that differ from one another in slight ways and create the appearance of animation when viewed in succession as a person walks past. It is a digitized form of the technology used in "Masstranscope," an Arts for Transit installation by Bill Brant in the subway tunnel north of DeKalb Av installed in 1980 and rehabilitated in 2009. Union Square in Motion's creators describe it as the world's largest digital linear zoetrope. A similar temporary work installed in 2010 at the 42 St-Bryant Park subway station, "Bryant Park in Motion," was the first digital linear zoetrope.

"Union Square in Motion" is housed in a temporarily vacant retail space outside the turnstiles below the Food Emporium escalator on 14th Street just east of Fourth Avenue. "These works of art will be shown in series, so subway riders will get a fresh visual treat each time they walk through the station," said Lester Burg, Program Manager for MTA Arts for Transit.

"Union Square in Motion" emerged from a Collaboration Studio in Parsons' Art, Media, and Technology program which explored how to bring the zoetrope medium into the digital age. Produced by Professors Joshua Spodek and Anezka Sebek, the group's artists are Jeanne Kelly, Hilal Koyuncu, Rose Maison, Umut Ozover, Josefina Santos and Jaqi Vigil.

A media preview is scheduled for 7 p.m., today, Monday, Sept. 26, at the art work. Following, Parsons will host a reception featuring a making-of screening at the Sheila C. Johnson Design Center, 66 Fifth Avenue, between 12th and 13th Streets.

"When you see two strangers stop to look then start talking to each other, amazed at the art they're seeing in the subway, you realize what art can do to create community and draw people together," said Professor Joshua Spodek.

Artist Jeanne Kelly said: "New Yorkers are so busy. As an artist I enjoy being a part of giving them a reason to slow down and see and think about their worlds in a different way, even for just a second."

Artist Rose Maison said: "Sometimes a whole family will stop. Each member sees something different but they all share the experience. I hope people will make the trip to Union Square to enjoy it."

Attendees at the media preview are reminded to not to block access or circulation of subway customers.

MTA Arts for Transit provides permanent art in MTA subway and railroad stations, operates Music Under New York, and a lightbox photography program, to enhance the transit environment.