

# CREATIVETIME

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**CREATIVE TIME PRESENTS THE U.S. PREMIERE OF MALCOLM MCLAREN'S  
*SHALLOW* OUTDOORS IN TIMES SQUARE**



Malcolm McLaren: stills from *Shallow* (2007-8), approximately 5 min. each

(June 18, 2008 New York, NY) Creative Time proudly announces the U.S. premiere of **Malcolm McLaren's** video project *Shallow* in the heart of Times Square, airing from June 25 to August 14 on 44 ½, MTV's giant outdoor, gilded HD screen between 44<sup>th</sup> and 45<sup>th</sup> Streets. Presented larger than life on one of the biggest screens in Times Square, selections from *Shallow* will be screened at various times throughout the day. "Having presented video art in Times Square since 2001," said Anne Pasternak, President and Artistic Director of Creative Time, "we are thrilled to continue to give artists a more significant presence in the midst of the world's media mecca."

Creative Time will present four artists' projects annually in Times Square. Selections from **Mark Tribe's** *Port Huron Project* and a body of work by three young artists, **Matt Calderwood**, **Mika Rottenberg**, and **Guido Van Der Werve**, will follow the presentation of *Shallow*.

*Shallow* is a series of 21 "musical paintings"; the first 8 were created for a group show of the same name at 1-20 gallery, New York, curated by Stefan Bruggemann. McLaren completed the series for Art Basel Projects and premiered the complete work at Art 39 Basel, Switzerland.

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## VIEWING SCHEDULE AND DIRECTIONS

A viewing schedule and directions to the screen will be posted on [www.creativetime.org/at445](http://www.creativetime.org/at445). To arrange for a viewing, please contact [nickw@creativetime.org](mailto:nickw@creativetime.org).

## UPCOMING PROJECTS ON 44 ½

**Mark Tribe**, Selections from the *Port Huron Project*

Part of Creative Time's public art initiative *Democracy in America: The National Campaign*

**Matt Calderwood**, *Screen*

**Mika Rottenberg**, *Julie*

**Guido Van Der Werve**, *Nummer acht: Everything Is Going to be Alright*

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

## ABOUT MALCOLM MCLAREN

Malcolm McLaren, founder of the Sex Pistols, was born in 1946 in London and currently lives and works in Paris and New York. In 2007, the artist was invited to speak at Art Basel in the Conversations lecture series on Punk and contemporary art. McLaren is on the board of directors of Phillips de Pury. McLaren's Sex and Seditonaries clothing series (originally conceived during his partnership with Vivienne Westwood) was recently exhibited in the *Anglomania* show at the Metropolitan Museum of Art in 2006. Upcoming projects include the development of a stage musical about fashion.

Throughout his career, McLaren has enjoyed taking the artistic spectrum, bending it backwards, and forcing its opposing ends to fuse. He merged waltz music with techno in "Waltz Darling"; layered square dance calls over hip-hop scratching in "Buffalo Gals"; and dressed the New York Dolls in Communist-inspired fashions, provoking the outrage on which he thrives.

## 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

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