ON BILLBOARDS AROUND NEW YORK CITY
FELIX GONZALEZ-TORRES WORK CHALLENGES
NOTIONS OF PRIVATE AND PUBLIC

The work is part of the Werner and Elaine Dannheisser Collection, on View at

Beginning on September 1, 1997, a work by Felix Gonzalez-Torres (1957–96)
will be on view at various sites around New York City as part of the exhibition On the
Edge: Contemporary Art from the Werner and Elaine Dannheisser Collection, opening
consists of a single enlarged black-and-white photographic image—that of an empty
double bed—displayed on twelve billboards in Brooklyn, Manhattan, and Queens. (See
below for a list of exact locations.)

In addition to its urban locations, the picture will be pasted to a gallery wall as
part of On the Edge: Contemporary Art from the Werner and Elaine Dannheisser
Collection, on view through January 20, 1998. The Collection, one of the most
significant gifts of contemporary art the Museum has ever received, was given last year
by Elaine Dannheisser and the Dannheisser Foundation. Organized by Robert Storr,
Curator, Department of Painting and Sculpture, the exhibition is supported in part by
TDI.

First presented in the Museum’s Projects series in 1992, the billboard-scale image
of the bed with its rumpled sheets and pillows, clearly imprinted with the traces of two
people, is an image without words, where absence, rather than presence, leaves an
overwhelming impression.
The permeable conceptual and physical boundaries separating what is considered “private” and “public” are central to much of the artist’s work. The tousled bed and the changeful, vital cityscape compete for attention. In displaying the work within the relatively intimate space of the Museum and the very public arena of New York City, Museum visitors and passersby are challenged to consider the image’s private content, its personal connotations, and its public context.

As part of *On the Edge: Contemporary Art from the Werner and Elaine Dannheisser Collection*, Felix Gonzalez-Torres’s *Untitled* (1991) is installed at the following sites through January 31, 1998.

**Brooklyn**
- 4th Avenue and 65th Street
- 5th Avenue and 94th Street
- Fort Hamilton Parkway and 61st Street
- 65th Street and Bay Parkway

**Manhattan**
- Manhattan Bridge and Henry Street
- 41st Street and 8th Avenue
- 14th Street and 10th Avenue
- West Side Highway and 48th Street

**Queens**
- Roosevelt Avenue and College Point Avenue
- Rockaway Boulevard and Liberty Avenue
- Metropolitan Avenue and Aubrey Avenue
- Yellowstone Boulevard and Austin Street

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For further information or photographic materials, contact Lisbeth Mark, Department of Communications, 212/708-9847. Visit our Web site at www.moma.org. No. 52