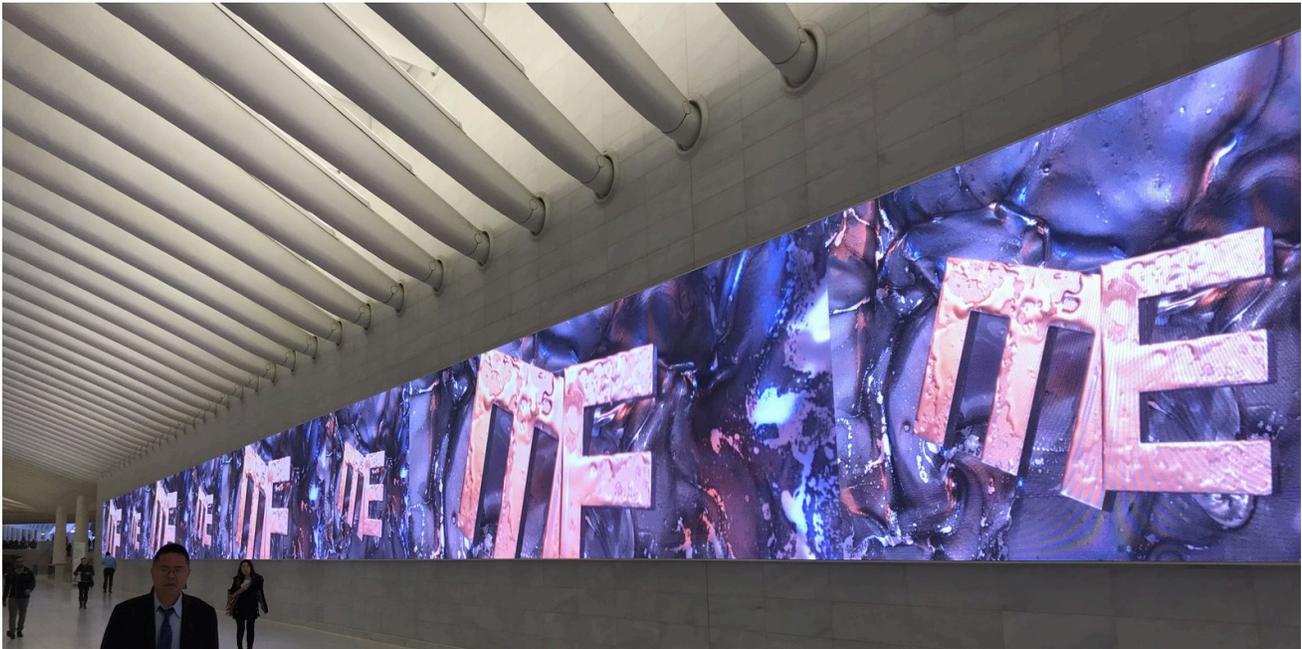


Marilyn Minter's Largest Public Artwork Is All About Me

The artist debuts a video installation in Santiago Calatrava's World Trade Center Oculus
By Hadley Keller | January 11, 2018



Marilyn Minter, *I'm Not Much But I'm All I Think About*. Courtesy of the artist and the Art Production Fund.

“Well, all artists have a narcissism problem,” says Marilyn Minter gleefully as she walks the 280-foot length of her newest work. A collaboration with the Art Production Fund, the project is a video, produced in partnership with Westfield World Trade Center and displayed, unignorably (as any narcissist would appreciate), every eight minutes on the 19 screens of varying sizes that dot the inside of Santiago Calatrava's Oculus and its surrounding buildings. To Minter, the opportunity to have her work shown in a mall begged the use of one devoted to narcissism, and her 2011 video *I'm Not Much but I'm All I Think About* fit the bill perfectly. Plus, to her, the timing was perfect: “We have a giant narcissist in the White House, after all,” she says.

The video features two identically shaped forms, but turned in such a way that they appear as the letters M and E, arranged to spell “ME.” The letters splash in slow motion into a metallic liquid, creating a hypnotic, rhythmic visual experience.

The resulting commentary on identity and self-obsession had humble beginnings. “I did these paintings a long time ago of M&Ms,” says the artist, pushing up her shirtsleeve to reveal a tattooed rendering of the chocolate candies, one red and one green. “I realized when you turn them sideways, they become Es. So this is two Ms. for Marilyn Minter, and it's two Es: me, me, me!”

There's one other minor reason the artist, best known for her lushly rendered close-up depictions of the body, which are at once impossibly alluring and viscerally unnerving, landed on *I'm Not Much but I'm All I Think About* for the public space. "This was my most tame work," she says with a chuckle.

The installation will be on view for four weeks and is the first in what will be a continuing series by Westfield and the Art Production Fund, spotlighting three works by different artists each year. "It's great to make use of the screen; it catches people by surprise when they're used to seeing advertisements," says Westfield's executive director of arts, culture & community Isolde Brielmaier.

Plus, she points out, the screens' position at eye level make for a unique experience. "You're literally up close in a way you don't get with, say, the screens in Times Square."

As for Minter, she just hopes the installation makes people stop and look. "I don't really think of this as profound," she says. "I mean, it's in a mall. But I'd like for people to take notice that it's not an advertisement."

I'm Not Much but I'm All I Think About is on view in Westfield World Trade Center through February 8.

