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WESTFIELD ANNOUNCES 2018 PARTNERSHIP WITH ART PRODUCTION FUND FOR VIDEO ART PROGRAM AT WORLD TRADE CENTER AND CENTURY CITY

APF partners with Westfield to create a signature video art program for the center's digital media network starting in January 2018 with Marilyn Minter

NEW YORK, NY— Westfield and Art Production Fund (APF) announced today a partnership for an ongoing video art program presented across all of the large-scale screens at Westfield World Trade Center and Westfield Century City, starting **January 11, 2018**. The program will consist of three installments, each of which will be on view for four to six weeks, and will debut in January-February, May, and July-August. Renowned artist **Marilyn Minter** will inaugurate the program, exhibiting *I'm Not Much But I'm All I Think About*. The video works will appear on the center's state-of-the-art digital media network, including 19 screens of varying size, with one measuring 4 stories tall and another 280 feet long. The screens are placed throughout the center's underground concourses and other public spaces.

Marilyn Minter's hypnotic, slow-motion video features two aluminum letters, spelling "ME," that splash into a bubbling pool of metallic liquid. Working in photography, painting, and video, Minter depicts stylized close-ups of the female body in an effort to call attention to society's fetishistic and narcissistic underpinnings. "I'm interested to exhibit this work on such a large scale, and the impact that this slow-motion imagery will have in such a fast-paced environment," said Minter. "I hope it pulls people in and subsequently disrupts their routine."

"Art Production Fund is thrilled to present video art on such a highly visible, multi-screen platform," said Executive Director Casey Fremont. "We are grateful for the opportunity to partner with Westfield on this high impact, thoughtful collaboration at a location that represents the diverse community of New York City."

"We're tremendously proud to partner with APF on this incredible program," said Isolde Brielmaier, Executive Director of Art, Culture and Community for Westfield in the US. "Our commitment to art and cultural programming at World Trade Center continues to take on new and exciting dimensions as we explore how best to serve the dynamic and growing Lower Manhattan community – from office workers, residents and commuters."

Art Production Fund is a 501(c)(3) non-profit organization dedicated to commissioning and producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Projects include: Rudolf Stingel, "Plan B," NYC, 2004; Elmgreen & Dragset, "Prada Marfa," Valentine, TX, 2005, permanent; Noble & Webster, "Electric Fountain," Rockefeller Plaza, NYC, 2008; Yoshitomo Nara, "White Ghost," Park Avenue, NYC, 2010; Chuck Close & Kehinde Wiley, "ART ADDS 2," NYC, 2011; "After Hours: Murals on the Bowery," NYC,



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2011; Josephine Meckseper, "Manhattan Oil Project," NYC, 2012; Yoko Ono, "Imagine Peace Times Square," NYC, 2012; Yvette Mattern, "Global Rainbow After The Storm," NYC, 2012; Ryan McGinley, "Taxi TV," NYC, 2013; FriendsWithYou, "Light Cave," NYC, 2014; Hanna Liden, "Everything," NYC, 2015; Gerard & Kelly, "Modern Living," Los Angeles & New Canaan, 2016; Ugo Rondinone, "Seven Magic Mountains," Las Vegas, 2016-2018; Jeff Koons, "Seated Ballerina," Rockefeller Plaza, NYC, 2017. Executive Director: Casey Fremont; Director of Operations: Kathleen Lynch; Co-Founders: Yvonne Force Villareal & Doreen Remen. For more information, please visit artproductionfund.org

Westfield World Trade Center, which opened in the Summer of 2016, has unveiled a number of unique art and cultural programs, including performances and works by a variety of community arts organizations, an outdoor film screening series with Tribeca Enterprises and partnerships and programming with the New Museum, Lower Manhattan Cultural Council, the Public Art Fund, the Downtown Alliance and a number of local public and private schools.

About Westfield World Trade Center

The new port of entry to Lower Manhattan, Westfield World Trade Center is located at the site where 60,000 neighborhood residents, 300,000 daily commuters, 13 subway / PATH trains, multiple ferry lines, and an additional 15 million annual global travelers converge within one landmark setting. This new New York City experience brings together commerce, community and culture in a destination integrating the Santiago Calatrava designed Oculus, street-level space in WTC Towers 3 and 4, as well as the galleries that run underground across the World Trade Center campus (including to 1 WTC, now the tallest building in the Western Hemisphere). Encompassing more than 100 fashion, lifestyle and technology brands across 365,000 square feet of space, Westfield World Trade Center is home to one of the most diverse retail collections in New York City, world-class restaurants, art, culture, events and entertainment, as well as showrooms, sponsorships, and engaging media activations for premier partners such as Ford, Pepsi and JP Morgan Chase. For more information: <https://www.westfield.com/westfieldworldtradecenter/>

ABOUT WESTFIELD CENTURY CITY

Westfield Century City has recently unveiled its highly anticipated \$1 billion makeover featuring the West Coast's first Eataly, a new three-level Nordstrom, new two-level Macy's, fully renovated Bloomingdale's, as well as a premium Equinox fitness club and spa. The property's spectacular new design and architecture incorporate beautifully landscaped plazas, secluded lounges, and private cabanas – all nestled underneath a canopy of native trees, plants, and wood-screened trellises. Just a few minutes from Hollywood and steps away from many of the entertainment industry's principal offices and studios, Westfield Century City is also now positioned to become a natural hotspot for events and performances on the Westside of Los Angeles. The destination's new Atrium space has been designed from the ground-up to accommodate concerts, food festivals, movie premieres and film screenings, fashion shows and charity events – everything from large-scale ticketed events to intimate and exclusive black-tie affairs.

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