



@ARTPRODUCTIONFUND | @WESTFIELDWORLDTRADECENTER | @WESTFIELDCENTURYCITY

**WESTFIELD & ART PRODUCTION FUND PRESENT
MARCO BRAMBILLA “NUDE DESCENDING A STAIRCASE NO. 3”
AT WESTFIELD WORLD TRADE CENTER AND WESTFIELD CENTURY CITY**

NEW YORK, NY— Westfield and Art Production Fund (APF) are pleased to announce the second installment of their 2019 video art program. Starting **May 1, 2019** an excerpt from artist **Marco Brambilla’s “Nude Descending a Staircase No. 3”** will be displayed across all of the large-scale screens at **Westfield World Trade Center**, New York, NY and **Westfield Century City**, Los Angeles, CA until **May 31, 2019**.

The video work will appear on both center’s state-of-the-art digital media networks, including Westfield World Trade Center’s 21 screens of varying size, with one measuring 4 stories tall and another 280 feet long and Century City’s two 100-foot large-format and high impact digital media screens.

Nude Descending a Staircase No.3 moves the iconic Duchamp painting (*Nude Descending a Staircase No. 2*) into the dimension of time. The illusion of movement in the painting is explored as the figures which inhabit the digital canvas of *No.3* constantly reconfigure themselves to cascade down an unseen stairway. The figures, shapes and color palette are pure cubism, now expanded into three dimensions using state-of-the-art computer technology. “Nude Descending a Staircase No.2” is a rare case where an artist was drew from a “new” technology (Eadweard Muybridge’s photographic time-studies) as an inspiration for a painting. By taking the original Duchamp painting back into the technological realm and adding the dimension of time, Brambilla aims to complete the circle and pay homage to the deconstructed image using a wholly contemporary visual language.

“Through the abstraction of the human form, a cascading series of waves is created by the pattern of repeated motion, shape and color which will seem to replicate the visitors’ movement through as they walk past the screens,” said Brambilla.

“It is an honor to present Marco Brambilla’s latest video work, which uses technology to reimagine and animate such an art historically significant work. Brambilla’s interpretation of the iconic painting affords the public the opportunity to experience and contemplate *Nude Descending A Staircase* like never before,” said Casey Fremont, Executive Director of Art Production Fund.

“We are very much looking forward to launching Marco’s work which comprises the second in a series of creative and dynamic video art presentations on our screens. We are excited to continue our commitment to art and culture,” said Isolde Brielmaier, Executive Director & Curator of Art, Culture and Community for Westfield in the US. “And its important to us to continue to provide a growing platform for artists to present and enhance their vision to the Lower Manhattan community and beyond.”

Past Westfield and Art Production Fund video art programs include; Marilyn Minter, *I’m Not Much, But I’m All I Think About* (February 2018), Rashaad Newsome, *Icon* (April 2018), Alex Prager, *Face in the Crowd* (September 2018), and Laurie Simmons, *Drone Mess Video* (February 2019).

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. Past projects include: Elmgreen & Dragset, “Prada Marfa,” Valentine, TX, Ugo Rondinone, “Seven Magic Mountains,” Las Vegas, Jeff Koons, “Seated Ballerina,” Rockefeller Plaza, NYC, Zoe Buckman, “CHAMP,” LA; Raul de Nieves, “What I Look Into Your Eyes I See The Sun,” Miami, FL. For more information, please visit artproductionfund.org / @ArtProductionFund

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.

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. 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.

###

Media inquiries:

JESSEL TAANK

Director of Public Relations, Westfield

jtaank@westfield.com

+1.310.557.4279

KATHLEEN LYNCH

Director of Operations, Art Production Fund

kathleen@artproductionfund.org

212.966.0193