

Marilyn Minter's Largest-Ever Public Art Installation Comes to a New York City Mall

It's part of a new video art series from Art Production Fund.

By Sarah Cascone | January 10, 2018



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

A shopping mall might seem like an unlikely site to encounter work by feminist artist Marilyn Minter. But the artist, known for her unapologetically provocative paintings and videos, will take over the advertising screens beneath the soaring Oculus at Westfield World Trade Center and Westfield Century City starting January 11. It is her largest project in New York to date.

The artwork, titled *I'm Not Much but I'm All I Think About*, is the first in an ongoing video art program organized in partnership with the Art Production Fund. Alex Prager and Rashaad Newsome will follow Minter with pieces scheduled to go on view in May and late summer. Each work will run for four to six weeks.

Minter's video shows the word "me" sinking into a bubbling puddle of metallic goo. "The piece is about how narcissistic artists have to be to make their work, but by admitting their narcissism, they can at least take some steps to control it," the artist told artnet News in an email.

The project is somewhat removed from Minter's recent focus on activism and political protest art, particularly with the art-world group *Dear Ivanka* and a resistance themed pop-up store at the Brooklyn Museum.

“My focus after the election was more political, but I’ve always had other shows scheduled and was working politically in tandem in my painting practice,” she said.



Marilyn Minter. Courtesy of J. Grassi/Patrick McMullan.

I’m Not Much but I’m All I Think About is actually from 2011, but Minter said she was excited to see it reproduced on such an enormous scale. Westfield’s 19 screens include a four-story-tall behemoth and another that is 280 feet long. (Normally, they showcase digital advertisements.)

The Art Production Fund, meanwhile, is no stranger to presenting art on public screens. The organization has previously shown work on Tavi TV, on screens in Times Square, and on the billboard at the Cosmopolitan of Las Vegas. “We love to use existing public surfaces to integrate art into everyday life,” the group’s executive director Casey Fremont told artnet News. “The digital advertising space—both large and small scale—is a perfect platform to present video art to the public.”

APF has been in conversation with Isolde Brielmaier, executive director of art, culture, and community at Westfield, since before the Oculus opened in 2016. “We are always looking for new platforms which allow our customers the opportunity to experience incredible pieces of art close-up and in person,” wrote Brielmaier to artnet News.

“I don’t want to ruin the surprise,” Fremont said, “but I will say it’s a delicious visual treat that only Marilyn could create.”