



Westfield



Marilyn Minter Graces the Oculus With Her Largest Public Installation to Date

Even sans sensually-parted, brightly-colored lips or bedroom eyes covered in glitter, a hypnotic video installation on view at Westfield World Trade Center has Marilyn Minter all over it.

By Rachel Gould | 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.

Aluminum letters “ME” splash and submerge into a bubbling reservoir of viscous silver goo. *I'm Not Much but I'm All I Think About* is the title of this slow-motion video created by celebrated feminist artist Marilyn Minter in 2011, reprised as the artist's largest public art installation in New York City.

“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,” Minter explained to artnet News.

In the project's announcement, the artist expressed her curiosity to see *I'm Not Much but I'm All I Think About* projected on such a large scale within a space of this magnitude. “I'm interested [in]...the impact that this slow-motion imagery will have in such a fast-paced environment. I hope it pulls people in and subsequently disrupts their routine.”

The installation will undoubtedly grab the attention of passersby; running along underground concourses and featured in the mall's central spaces, Minter's work will loop across 19 advertising screens throughout the colossal center's digital media network—one installation standing at a towering height of four stories, another spanning 280 feet (85 meters).

Opening on January 11 2018, the installation will launch a series of video art projects organized by the Art Production Fund, a non-profit public art organization, in partnership with Westfield World Trade Center.

“Art Production Fund is thrilled to present video art on such a highly visible, multi-screen platform,” said Casey Fremont, Executive Director. “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.”

Marilyn Minter's *I'm Not Much but I'm All I Think About* will be on view from January 11 until February 8, 2018, at Westfield World Trade Center, 185 Greenwich Street, New York, NY 10007.