Soon You Can Hail an Artist as You Hail a Cab

By CAROL VOGL

New York City's taxi ads, until recently, were an artist's dream. But now, the city's taxi industry is embracing artists in a new way, creating a public art project that will transform the city's streets.

The project, called "Art Ads," is a collaboration between the city's Taxi and Limousine Commission and the Public Art Fund. Artists are chosen through a public competition, and their artwork will be displayed on the sides of taxi cabs throughout the city.

The first artist to be featured is Shirin Neshat, a Persian-American artist known for her powerful and thought-provoking works. Her piece, "The Bridegroom," features a woman standing on a mountain, surrounded by a group of men on horseback.

Neshat's work is just the beginning of a new era for public art in New York. With the success of this project, other artists are likely to follow, transforming the city's streets into a canvas for creativity.

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"The War Is Over," a slogan created by John Lennon and Yoko Ono, is displayed in English and in sign language. "It's almost like a dance," she said, "the way the message is always in motion."