



The Cooper Square Hotel

FOR IMMEDIATE RELEASE

PROJECT: Art Production Fund and The Cooper Square Hotel Art Wall Project

PRESENTED BY: Art Production Fund and The Cooper Square Hotel

LAUNCH DATE: May 1, 2010

LOCATION: 25 Cooper Square (3rd Avenue @ 5th Street)

This May, The Cooper Square Hotel and Art Production Fund unveil the second installment in its Art Wall Project series. Managing partner Klaus Ortlieb designated the south facing wall of the Cooper Square Hotel as a venue for public art, working with Art Production Fund to present new murals by contemporary artist every few months. The latest piece is by artist Shepard Fairey, and it coincides with his gallery show opening at Deitch Projects on May 1st.

Shepard Fairey is a Los Angeles based contemporary artist, graphic designer, and illustrator, who first became known for his “OBEY GIANT” stickers which he created while studying at the Rhode Island School of Design. This design has since emerged into a worldwide street art campaign, as well as a body of fine art. His work is rooted in the counterculture of punk rock and skateboarding while also using references from current events and pop culture. His work became more widely known in 2008 when he designed the Barack Obama “HOPE” poster. Fairey has a unique approach to design and the ability to create new thought provoking work while maintaining his sense of style. Today Fairey’s work is included in the collections at The Smithsonian, The Los Angeles County Museum of Art, The Museum of Modern Art, and several other museums and galleries worldwide.

Art Production Fund (APF) is a non-profit organization dedicated to producing ambitious public art projects, reaching new audiences and expanding awareness through contemporary art. Projects include: SHOW, Vanessa Beecroft, Solomon R. Guggenheim Museum, 1998; PLAN B, Rudolf Stingel summer 2004, Grand Central's Vanderbilt Hall and The Walker Art Center; Prada Marfa, Elmgreen & Dragset, Valentine, TX, 2005, permanent; Greeting Card, Aaron Young, Park Avenue Armory, 2007; Electric Fountain, Noble & Webster, Rockefeller Plaza, 2008; The Whitney Biennial, Park Avenue Armory, 2008. Co-Founders: Yvonne Force Villareal and Doreen Remen; Director: Casey Fremont.

* * *