

FOR IMMEDIATE RELEASE

Contact: Ricky Lee

ricky@pressesecretariat.org

917 438 7015

SEVEN
A Visual Journey of Light as a Symbol Time
By Elinor Milchan

**INNOVATIVE PUBLIC VIDEO INSTALLATION TO DEBUT IN
FORMER NEW YORK TIMES BUILDING
Opening, fall 2008**

To be installed in the lobby of the soon-to-open Times Square Building, formerly home of the New York Times newspaper for 95 years, *SEVEN*, an innovative public art project conceived by artist Elinor Milchan, is a multi-screen video installation that celebrates light and the seven colors of the visible spectrum.

Commissioned by interior architect Andres Escobar and Associates and Africa Israel, the international holding and investment company, the installation will go on view in September 2008 and will remain at the location permanently. Shown on 2 large format LED screens, the videos will run 24/7, 365 days a year.

“I thought of the people who would be in the building,” Milchan says. “About how they notice and might react to the color variations of light during the day.” Like a gaze through an open window, *SEVEN* is an abstract composition into the ever-changing tones of nature and the different wavelengths our vision can perceive. “Throughout the day, visitors to and workers in the buildings will be able to experience time through the changing moods and movement, and the subtle changes of tones revealing it’s gradual development.”

“I see in color,” says Elinor Milchan. “I use that innate vision to tell elements of a story.” When approached by world famous interior architect Andres Escobar about collaborating on a public art project inside one of Manhattan’s most historical and prestigious locations, a project that would illustrate the building’s rich history in modern, visual terms, the artist, known for her conceptual photography and video projections, came up with the perfect concept that meshes seamlessly with Escobar’s redesign of this prime piece of Manhattan real estate.

“Since a mind alive is forever voyaging through thought and feelings, the piece reflects the continuous effect and passage of light in our lives,” Michan says. As critic Daniel Belasco, who sees some of Milchan’s work as a more expansive version of Gerhard Richter’s formalist color charts, has written in *Art in America*, “Elinor Milchan has invented a wonderful photographic process. She takes time-lapse photographs of colored light that she reflects on a white canvas or

wall in her studio. Milchan's large format opens up the interstices of light to obtain a full spectrum of tonality. In the spirit of Nabokov rolling each syllable of Lo-li-taï across the tip of Humbert's tongue, Milchan savors the limpidity of her images."

SEVEN invites the viewer to experience a metamorphosis of rich colors, shapes and tones that gradually change from morning blue shades to flamboyant reds.

Milchan approached Avishai Cohen, one of the most renowned musicians on the international jazz scene, to compose the musical score for *SEVEN*. *The New York Times* has called Cohen "... an assertive and accomplished trumpeter with a taste for modernism." Like the video, Cohen's sounds for *SEVEN* evolve through the changing tones and movement.

About Elinor Milchan

Elinor Milchan was born in Tel Aviv, Israel. She lives and works in New York City. Her photography and videos have been shown in the United States and abroad. Milchan's exhibitions have been featured and reviewed in *Art in America*, and various international art publications, and included in contemporary art auctions.

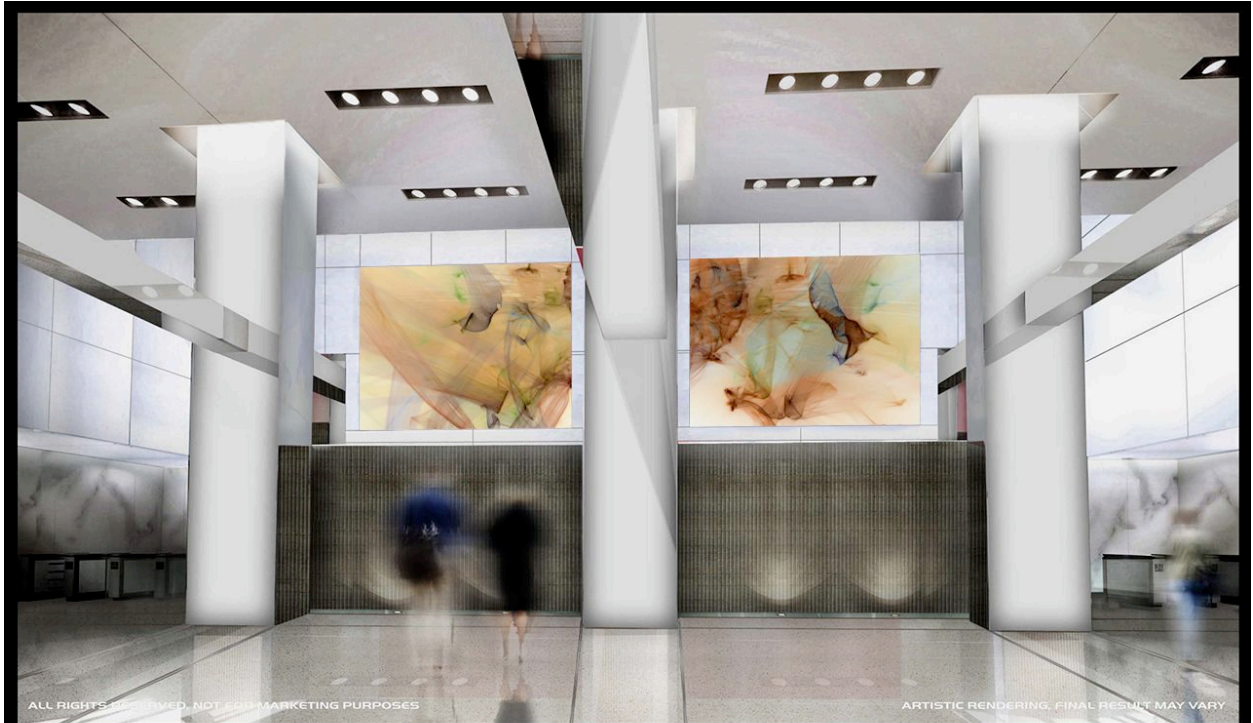
About Andres Escobar

Columbian-born, Montreal-based Andres Escobar is one of the world's foremost interior architects. His critically acclaimed luxury projects and commissions include New York's Duvet Restaurant and Lounge and The District condominium, The Siddarth Hotel in New Delhi, and Le Petit Tree House, among other projects.

About Africa Israel Investments, Ltd.

Owned by billionaire businessman Lev Leviev, Africa Israel is an international holding and investment company with extensive real estate investments in Russia, the United States, and around the globe. The Times Square Building, formerly the home of the venerable New York Times newspaper for 95 years, is being redeveloped as a cutting edge prime Manhattan corporate office and retail space.

For more information on the *Seven* video installation at the Times Square Building, Elinor Milchan, and her other upcoming projects in Los Angeles and Germany please contact Ricky Lee by at ricky@pressesecretariat.org or by phone at 917 438 7015



ALL RIGHTS RESERVED. NOT FOR MARKETING PURPOSES

ARTISTIC RENDERING. FINAL RESULT MAY VARY

 **andrés escobar & asociés**
www.escobardesign.com

NEW YORK TIMES BUILDING
LOBBY PERSPECTIVE
VIEW 01 - OPTION 03

video installation
"SEVEN"
by elinor milchan



VIDEO STILLS FROM SEVEN INSTALLATION

