



## Times Square Moment: A Digital Gallery Runs Through July

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Throughout July, the "Times Square Moment: A Digital Gallery" is lighting up New York City's iconic digital signs with unique works by three artists who have recently won an international contest organized by Chashama and Artists Wanted. A presentation of the Times Square Advertising Coalition (TSAC) and Times Square Arts, the free digital gallery will host screenings of Jasmine / Never Sorry (for Ai Weiwei) by contest winner Vicki DaSilva and by runners up: PEEL by Surabhi Saraf and Visual Kinematics: A State of Mind by Elly Cho. The display is lighting up the Times Square screens every night throughout the month of July from 11:57 pm to midnight.



Tourists and metro area residents have been buzzing about the late night free attraction and digital gallery that is bringing creativity, energy, cutting-edge graphics and digital art to the Crossroads of the World since its inception in April 2012. "Times Square Moment: A Digital Gallery" marks the first time that sign operators surrounding Times Square have joined together to offer coordinated creative content at a regularly scheduled time each day.

"The July Times Square Moment program fulfills one of our organization's main goals - to feature those creating exciting new digital content - not just established artists but up and coming talents," said Alan High, Chairman of the Times Square Advertising Coalition and President of Clear Channel Spectacolor and Clear Channel Malls. "We are pleased to partner with the contest sponsors to give these artists the best possible venue in the world to showcase their work - the spectacular signs of Times Square."

"The three emerging female artists featured in the Times Square Moment this month explore diverse themes across global human rights, domestic events and our nostalgic attachment to nature," said [Tim Tompkins](#), president of the Times Square Alliance. "Times Square is the perfect canvas to showcase these artists, whose pieces joined over 20,000 others in the call for submission from Artists Wanted/Chashama, a testament to the thriving artist community today and power of this program."

The Artists Wanted/Chashama contest engaged 1,000,000 members of the public, all who cast their vote for the top three spots. Vicki DaSilva celebrated being the grand prize winner who received the \$10,000 prize for her Jasmine / Never Sorry (for Ai Weiwei) on June 18. Her work, along with that of the two runners up, will be displayed on the screens for a total of 3 minutes of programming every night in July.

"Times Square Moment: A Digital Gallery" is organized and supported by the Times Square Advertising Coalition in partnership with Times Square Arts. Officially launched on May 1, 2012, synchronized programming is shown at the same time every evening, featuring new content each month. Every show begins with a "countdown" that will signal the start of the nightly presentation. Selected works are announced in the weeks preceding the start of a new show.

To see a preview of the July Times Square Moment, visit [http://www.youtube.com/watch?v=Gnpz1XfM\\_kg](http://www.youtube.com/watch?v=Gnpz1XfM_kg)

<http://broadwayworld.com/article/Times-Square-Moment-A-Digital-Gallery-Runs-Through-July-20120702##ixzz208mG7Pzl>